

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2019
(Fourth Semester)

Branch - **BUISNESS ADMINISTRATION**

RETAIL MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is retailing?
- 2 What do you mean by consumer shopping behaviour?
- 3 Define Retail Planning.
- 4 Define Store design.
- 5 Define Brand Management.
- 6 What is Retail Pricing?
- 7 State the meaning of Retail Promotion.
- 8 Write the meaning of CRM.
- 9 Mention the Meaning of Internet Retailing.
- 10 Write the meaning of Retail audit.

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SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the importance of retailing.
OR
b Describe the consumer buying decision process.
- 12 a Bring out the retail planning process.
OR
b Narrate the different types of location site evaluation.
- 13 a State the retail brand management.
OR
b Classify the assortment and inventory merchandising.
- 14 a State the objectives of Retail Setting.
OR
b Bring out the importance of CRM.
- 15 a Compare Traditional Vs Internet retailing.
OR
b Sketch out the customer database management.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Highlight the functions of Retail Management.
- 17 Differentiate the types of retail formats.
- 18 State the factors influencing in retail pricing.
- 19 Distinguish the personal selling public relations and retail marketing.
- 20 Enumerate impact of information technology in retailing.