

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

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

RETAIL STORES MANAGAMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10x1 = 10)

- 1 Giant retailers called _____ concentrates on one product category such as tarys or home improvement. Identify the right answer
(i) Box stores (ii) Variety stores
(iii) SuperCentre (iv) Category hillers
- 2 A retail firm owned by its customers in which member contribute money to open their own stare vote on it policies, elect a group to manage it. Find out the name of the retail
(i) Voluntary chain (ii) Merchandiging conglomerate
(iii) Corporate chain store (iv) Consumer cooperative
- 3 The oldest and most heavily trafficked city area is called ____ choose the right answer. '
(i) Prime location (ii) Urban district
(iii) Regional shopping center (iv) Central business district
- 4 Which is not considered one of the element of "Managing a business in a retail strategy" ?
(i) The retail organisation (ii) Human resource management
(iii) Operatios management (iv) Merchandise management pricing
- 5 Identify the difference between retail and cost.
(i) Profit (ii) Income -
(iii) Markdown (iv) Markup
- 6 Merchandising and display are an important part of the marketing plan and should have a reasonable budget allocated, even for a retailer operating on a _____. Find the right answer.
(i) Comer (ii) Limit
(iii) Dime (iv) Shoestring
- 7 Slatting fee is related to the cost associated with
(i) When distributors piles the stock
(ii) When supermarket accept a new brand
(iii) When manufacturers markets the products
(iv) All of the above
- 8 Identify the warehouse that collect customs duty.
(i) Private warehouse (ii) Public warehouse
(iii) Bonded warehouse (iv) None of the above
- 9 Who maintains the stock in retail when VM1 is adopted?
(i) Retailer (ii) Dealer
(iii) Vender (iv) Customer
- 10 What is shop lifting?
(i) lifting the shop (ii) Protecting the shop

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a Bring out your explanation on unplanned shopping centers.
OR
b Summarize the factors determining retail location decision.
- 12 a Describe the use of Planogram.
OR
b Narrate the various factors influencing store design.
- 13 a Outline the elements, of visual merchandising.
OR
b Explain how do you plan payment counters in a garment retail.
- 14 a How do you ensure store security ?
OR
b Choose and explain the retail loss prevention strategy.
- 15 a Produce different inventory management techniques for a retail outlet.
OR
b Show the benefits of VM1.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

- 16 Discover various types of location available for retailers.
- 17 Compare different store layout options available.
- 18 Examine the trends in visual merchandising in India.
- 19 Summarize duties and responsibilities of a store manager
- 20 Analyse order processing system in a retail outlet.

Z-Z-Z

END