

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION MAY 2019**  
(Fourth Semester)  
**Branch - BUSINESS 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 Define 'Retailing'.
- 2 What is sorting?
- 3 State the meaning of trade area.
- 4 What is visual merchandise in retailing?
- 5 What do you mean by positioning?
- 6 What is mark down policy?
- 7 Give the meaning of retail promotion.
- 8 What is relationship marketing?
- 9 Define 'EDI'.
- 10 Define 'Barcoding'.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Elaborate the functions of retailing.  
OR  
b Explain the current scenario in retailing.
- 12 a What are the factors needs to choose a location for a retail store?  
OR  
b How to evaluate the location site? Explain.
- 13 a What are the key factors affecting purchase negotiations?  
OR  
b Explain the significance of branding in retail.
- 14 a Explain briefly the objectives of retail promotion.  
OR  
b Enumerate the role of advertising.
- 15 a Distinguish traditional Vs internet retailing.  
OR  
b Explain briefly the customer database management.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Enumerate the consumer buying decision process.
- 17 Explain about the various types of retail formats.
- 18 What are the factors influencing retail pricing? Explain.
- 19 Describe briefly about the recent trends in CRM.
- 20 ' Elaborate the concepts of internet retailing.