

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION DECEMBER 2018**  
(Second Semester)

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

**INTRODUCTION TO RETAILING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

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

- 1 Deline Retailing.
- 2 What do you mean by Super Market?
- 3 What is Product mix?
- 4 Write the meaning of Direct Marketing.
- 5 Define Internet retailing.
- 6 State the two points about Franchising.
- 7 Mention any two concepts of shopping.
- 8 What do you mean by lifestyle shoppers?
- 9 Define Mall.
- 10 State any two private labels.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Describe the functions of Retailing.  
OR  
b Illustrate the retailing principles.
- 12 a Write the classification of retail formats.  
OR  
b Distinguish between Direct Marketing and Television Shopping.
- 13 a What are the steps involved in developing a retail strategy.  
OR  
b Outline the ethics in retailing.
- 14 a Elucidate the demographics of Indian shoppers.  
OR  
b Demonstrate the values and lifestyle of Indian shoppers.
- 15 a List out the emergence of mall in India.  
OR  
b Write the advantages of Private labels.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Discuss the challenges to retail development in India.
- 17 Critically examine store based formats on the basis of Product mix.
- 18 Analyse the methods of factors affecting internet retailing.
- 19 Elucidate the psychographic profile of Indian shoppers.
- 20 Enumerate the customer perception of malls in India.