

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

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

Branch **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

RETAIL STORES 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 Retail Operation?
- 2 What do you mean by Unplanned shopping centers?
- 3 What do you mean by Retail Strategy?
- 4 Define Trade Area.
- 5 What is Space Planning?
- 6 What do you understand by the term "Store atmospherics",
- 7 Define Visual Merchandising.
- 8 Define Operations Management.
- 9 Define Inventory Management.
- 10 What is EOQ?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a What are the types of Store Location?
OR
b Explain the location characteristics.
- 12 a What is Retail Planogram and explain the use of Planogram.
OR
b What are the objectives of interior and exterior design.
- 13 a Explain the essentials of successful merchandising?
OR
b What are the objectives of Visual Merchandising?
- 14 a Explain the term "Credit Management".
OR
b How do you prevent Retail Loss.
- 15 a Write note on Warehouse Management.
OR
b What is allocation and replenishment of stock?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Elaborate the location decision process.
- 17 Describe the different types of Store Layout.
- 18 Explain in detail the Merchandise representation techniques.
- 19 What are the types of Retail theft? Explain.
- 20 How do you plan and control stock level?