PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2017
(Second Semester)

Branch - BUSINESS ADMINISTRATION (RM)

INTRODUCTION TO RETAILING

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer ALL questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   List any two characteristics of retailing.
2   What is cyclical retail theory?
3   What is merchandise kiosk?
4   What is vending machine?
5   What is category killer-format?
6   What are four Ps of franchising?
7   Define Segmentation.
8   Name any two steps in retail strategy.
9   What is mall management?
10   Define "Category Management".

SECTION - B (25 Mark
Answer ALL Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a What is the importance of retailing?
                              OR
     b   What are the factors influencing the growth of retail industry in India?

12 a What are the components of retail marketing mix?
                              OR
     b Non-store retailing Vs store base retailing - Explain.

13 a Define franchising. What are the different types of franchising?
                              OR
     b Explain unethical practices used by retailers towards customer.

14 a What are the factors influencing retail shoppers behavior?
                              OR
     b Examine how importance atmospheric in wooing the shoppers.

15 a Why are companies going for private labels?
                              OR
     b Explain the significance of category management.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Discuss the major challenges in retailing in India.

17   Explain the classification of retail formats.

18   Explain the merits and demerits of franchising.

19   Why is an understanding of the retail shopper - buyer decision process important to marketers?

20   Analyze the emergence of Malls in India.

Z-Z-Z   END