

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2017
(Third Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL STORE 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 store location,
- 2 What is retail operation?
- 3 Define store design.
- 4 What is merchandising?
- 5 Define visual communication.
- 6 Define store atmospherics.
- 7 What is meant by operation management?
- 8 Define store manager.
- 9 Define warehouse management.
- 10 What is inventory planning?

SECTION - B (25 Marks!)

Answer ALL Questions

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

- 11 a How to evaluate the specific areas of location?
OR
b Explain the types of store location.
- 12 a Explain the objectives of interior & exterior design.
OR
b What are the factors that affecting merchandising?
- 13 a What is visual merchandising? Explain its objectives.
OR
b What are the essentials of successful merchandising.
- 14 a Write about blue print operations.
OR
b Write short note on (i) Energy management (ii) Credit management.
- 15 a Explain about planning and controlling level of inventors' management.
OR
b What is meant by replenishment of stock?

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Point out the major factors which are affecting retailing in the present ear?
- 17 What is trading area? Explain the factors that affecting the size of the trading area.
- 18 Enumerate the trends of visual merchandising in India.
- 19 Elaborate the duties and responsibilities of store manger.
- 20 Describe the various types and techniques of ware housing management.