

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BASICS OF RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The word retailing is derived from _____ world
(i) Latin (ii) French
(iii) English (iv) German
- 2 Retailer is a person who sells the goods in a _____.
(i) Large Quantities (ii) small quantities
(iii) Both (i) & (ii) (iv) None of these
- 3 _____ represents how a retailer is perceived by consumers and others
(i) Image (ii) Sales
(iii) Profit (iv) None of these
- 4 E-tailing refers to _____.
(i) Sale of electronic items in a store (ii) Catalog Shopping
(iii) Music store (iv) Retailing shopping using the inter
- 5 Which analysis compares the strength and weakness a firm against Opportunities and threats in the external environments?
(i) Environmental Analysis (ii) Business Analysis
(iii) SWOT Analysis (iv) None of these

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Bring out the importance of retailing .
OR
b Explain the features of ethics in retailing.
- 7 a Outline the features of store based retail formats.
OR
b Show the Importance of showrooms in retail formats.
- 8 a State the concepts of retail economics.
OR
b Bring out the importance of retail strategy.

Cont...

- 9 a Sketch out the benefit of sustaining relationship in Retailing.
OR
b Explain the concepts of consumer product knowledge frame work.
- 10 a Analyze the four major fundamental applications of ERP.
OR
b Narrate the functions of retail information system.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the life cycle in retailing.
OR
b Analysis the SWOT analysis of industry.
- 12 a Distinguish the television shopping and electronic shopping.
OR
b Categories the advantages of Airport retailing.
- 13 a Examine the steps involving in developing a retail strategy.
OR
b Differentiate the micro and Macro Environment in retail strategy.
- 14 a Summarize the characteristics of value chain in retail consumers.
OR
b Discuss the importance of demographics segmentation in Indian shoppers.
- 15 a Outline the significances of retail information system.
OR
b Highlights the artificial intelligence in retailing.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL STORE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The French word retailer means _____.
(i) Whole of (ii) a piece of
(iii) a part of (iv) proportion of
- 2 It is a design in which a stores interiors is set up
(i) Layout (ii) Space Planning
(iii) Space allocation (iv) Shop in shop
- 3 It is a diagram that visually communicates how merchandise and props physically fit into a store fixture or window _____.
(i) Planogram (ii) Mannequins
(iii) Grid (iv) Rall track
- 4 "It relates to the size, styles, colours and prices within a particular generic class of product _____.
(i) Width (ii) Depth
(iii) Category (iv) Assortment
- 5 Which one of the following is not the function of the controller in departmental Store?
(i) Warehousing (ii) Credit
(iii) Expenses (iv) Merchandising control

SECTION – B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Show the evaluate specific area of location.
OR
b. Analyze the opportunities of store location.
- 7 a. Describe the features of store design.
OR
b. State the objectives of space planning.
- 8 a. show the importance of store atmosphereries.
OR
b. Sketch out the concepts of visual Merchandising.
- 9 a. Describe the types of retail theft.
OR
b. state the advantages of retail loss prevention.

Cont...

- 10 a. Write the objectives of vendor managed Inventory.
OR
b. Explain the advantages of ordering in inventory Management.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a. Sketch out the planned shopping centers.
OR
b. Analyse Location and retail strategy.
- 12 a. Write down the types of store layout.
OR
b. Describe the objectives of interior design.
- 13 a. Bring out the trends in visual Merchandising in India.
OR
b. Summarize the essentials of successful Merchandising.
- 14 a. Identify the importance of store security.
OR
b. Highlights the types of retail theft.
- 15 a. Select the advantages and disadvantages of ware housing.
OR
b. Sketch out the planning and controlling of stock levels.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

LEGAL ASPECTS OF RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Consideration must move at the desire of _____
(i) the promise (ii) the promisor
(iii) promisor or any third party (iv) both the promisor and the promise
2. The term, goods for the purpose of sale of goods act, does not include:
(i) Money (ii) actionable claims
(iii) Immovable property (iv) Perishable goods
3. A Collecting banker is given protection only when he collects:
(i) A Crossed cheque (ii) An order cheque
(iii) A bearer cheque (iv) A mutilated cheque
4. A Trade mark can be removed from the Register for non-use within how many years of registration?
(i) 10 years (ii) 5 years
(iii) 3 years (iv) 7 years
5. The standards of weights and measures act provides protection to _____ against the malpractices of under-weight or under-measure.
(i) Consumers (ii) Traders
(iii) Retailers (iv) Dellers

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. State the legal rules as to offer.
OR
b. What are the different types of Contracts?
- 7 a. Summarise the rights and liabilities of principal and agent to third parties.
OR
b. Explain the rights and duties of a agent.
- 8 a. Distinguish between bills of exchange and promissory note.
OR
b. What are the functions of consumer protection Council?

Cont...

- 9 a. Write short note on E-tailing.
OR
b. Summarise the objectives of information technology Act 2000.
- 10 a. Explain in detail Fair Credit Billing Act.
OR
b. List out the purpose of the weights and measures Act.

SECTION -C (30 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a. Explain the essential elements of valid contract.
OR
b. Summarise the remedies for breach of contract.
- 12 a. What are the rights of unpaid seller?
OR
b. Explain the buyer rights against seller.
- 13 a. Analyze the reasons for dishonor the cheque.
OR
b. Explain the features of consumer protection Act.
- 14 a. Classify the different types of intellectual property rights.
OR
b. Summarize the legal issues in retail audit.
- 15 a. Explain the functions of FSSAI.
OR
b. What are the features of Consumer Credit Protection Act?

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
DISCIPLINE SPECIFIC ELECTIVE – I : STRATUP ENTERPRISE
MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 Which one of the following shows the process of creating something new?
(i) Business model (ii) Modeling
(iii) Creative flexibility (iv) Innovation
- 2 Which could provide an individual with the motivation to start a new business venture?
(i) The financial rewards (ii) A desire to be independent
(iii) Risk taking (iv) All the above
- 3 Trademarks relate to _____.
(i) Practice and knowledge acquired through experience (ii) The protection of proprietary information of commercial value
(iii) The right to reproduce one own original work (iv) Brand identity
- 4 Which of the following is the reason for business failure?
(i) Lack of market research (ii) Poor financial control
(iii) Poor Management (iv) All the above
- 5 _____ is the problem solving techniques design to produce numerous ideas in a short period.
(i) Synectics (ii) Delphi technique
(iii) Brain storming (iv) Nominal group technique
- 6 Which of the below does not form Intellectual property?
(i) Trade Mark (ii) Patents
(iii) Tangible Asset (iv) copyright
- 7 Business risk can be _____.
(i) Avoided (ii) Reduced
(iii) Ignored (iv) Erased
- 8 The content of the final report includes the following.
(i) Executives summary (ii) Review and analysis
(iii) Recommendations (iv) All the above
- 9 Who took the lead to extent financial assistance to small scale Industries?
(i) SBI (ii) IFCI
(iii) IRBI (iv) None of these
- 10 _____ aims to support ambitious and Innovative entrepreneur to transform their ideal in to a minimum viable product.
(i) Pre Incubation program (ii) Incubation program
(iii) Post Incubation program (iv) None of these

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a List out the features of startup enterprise.
OR
b Discuss the obstacles involved in start up business.
- 12 a Explain the types of innovation in start up enterprise.
OR
b Explain the skills required for creative and innovative thinking.
- 13 a Explain the methodology involved in Lean start up business.
OR
b How do you develop and validate an ideas of a Lean start up business?
- 14 a List out the ethical steps in establishing a start up business.
OR
b Highlight the growth strategies for a start up business.
- 15 a Explain the importance of Pre Incubation and Incubation.
OR
b Highlight the types of Incubators.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain the reason for failure of start ups in India.
- 17 Discuss the steps involved in design thinking.
- 18 Enumerate the Business plan model.
- 19 Discuss the generation of IP at the early stage of a start up Business.
- 20 Explain the stages involved in Business Incubation.

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA(RM) DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BUYER BEHAVIOUS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The buying process starts when the buyer recognizes a ____
(i) Product or Service (ii) Shop or Market
(iii) Need or Problem (iv) Money or Status
- 2 If performance meets consumer expectations, the consumer is ____
(i) Satisfied (ii) Dissatisfied
(iii) Delighted (iv) Happy
- 3 First stage in the basic model of Consumer Decision Making is ____
(i) Purchase (ii) Information Search
(iii) Need (iv) Evaluation of alternatives
- 4 The final stage in the Consumer Decision Making model is ____
(i) Pre-purchase (ii) Post-purchase
(iii) Evaluation of alternatives (iv) Purchase
- 5 Parents buy toys or gifts for their children. This act is considered as ____ in the buying process.
(i) Buyer (ii) Decider
(iii) Maintainer (iv) All of the above

SECTION - B (15 Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the nature of consumer behavior.
OR
b Explain the importance of consumer behavior.
- 7 a Narrate the elements of consumer analysis.
OR
b State the different levels of attention in consumer behaviors.
- 8 a Explain the meaning of cross cultural and sub culture.
OR
b Explain the customer perspective analysis of social class.
- 9 a Summarize the different types of product strategy.
OR
b State the importance of consumer behaviour any pricing strategy.
- 10 a State the issues of privacy and ethics.
OR
b Explain the ethics in business with example.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Enumerate the importance of consumer behaviors.

OR

b Outline the model of consumer behavior.

12 a Discuss the various role of consumer knowledge.

OR

b Enumerate the key elements of product knowledge.

13 a Examine the strategic model for influencing consumer behavior.

OR

b Discuss different types of marketing strategies.

14 a Analyze the elements of promotion strategy.

OR

b Analyze the promotional tools used by an organization to communicate their products.

15 a Discuss the various types of privacy in ethics.

OR

b Justify the research and implication of consumer reposes to direct market.

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – II : DIGITAL RETAILING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. E- Commerce technologies have improved upon traditional commerce technologies in _____.
(a) Richness (b) Reach
(c) Both richness & reach (d) Neither richness nor reach
2. _____ the following is not one of the major type of e- commerce.
(a) C2B (b) B2C (c) B2B (d) C2C
3. A _____ is the set of planned activities designed to result in a profit in a market place.
(a) Business Model (b) Profit Model
(c) Business Model (d) Revenue Model
4. Which of the following is an example of the portal?
(a) Amazon (b) ebay (c) Yahoo (d) Face Book
5. A strategy is designed to compete in all markets around the global is called as _____.
(a) Scope (b) Differentiation
(c) Cost (d) Focus
6. The largest components of a web site budget is _____.
(a) System Maintenance (b) System Development
(c) Content design and development (d) Telecommunications
7. _____ are used in Digital Marketing.
(a) Electronic devices (b) Internet
(c) Both (a) and (b) (d) None of the above
8. What is the full form of SMO?
(a) Social Media Optimal (b) Search Media Optimal
(c) Search Media Optimization (d) Social Media Optimization
9. E- Commerce has _____ scope than e-business or Digital Business.
(a) Higher (b) Narrower (c) Wider (d) More
10. _____ “EOQ” in Inventory control.
(a) Economic Occuring Quality (b) Economic Order Quality
(c) Economic Over Quality (d) Economic of quality

Cont...

SECTION - B (35 Marks)

Answer ALL Questions
ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a) Bring out the importance of e-retailing.
(OR)
b) Explain the types of e-retailing.
12. a) Outline the benefits of digital marketing.
(OR)
b) State the factors influencing consumer behavior in home electronics usages.
13. a) State the features of e- retailing integration.
(OR)
b) Bring out the Importance of electronic words of Mouth
14. a) Sketch out the benefits role of service sector in modern economic development of India.
(OR)
b) Explain the concepts of E- Brand development.
15. a) Analyze the features of m-shopping.
(OR)
b) Narrate the evaluation of remote shopping.

SECTION - C (30 Marks)

Answer any THREE Questions
ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discuss the advantages and disadvantages of e-retailing.
17. Distinguish the digital marketing and traditional marketing.
18. Examine the merits and demerits of e- shopping for consumers.
19. Summarize the E-Service Performance implementation through the brand elements.
20. Outline the significances of digital retailing for the 22nd century.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. CRM is a business philosophy that aims at maximizing ----- in the long run.
(i) Organization value (ii) Customer value
(iii) Business value (iv) Software value
2. A successful CRM increases production and profit throughout the -----.
(i) System life cycle (ii) Business life cycle
(iii) Customer life cycle (iv) Organizational life cycle
3. Customers and account can be developed through a medium of ----- software in an organization.
(i) Sales force automation (ii) Customer force automation
(iii) Account force automation (iv) Supply force automation
4. Which one of the following is not an ERP module?
(i) Human resource (ii) Inventory
(iii) Procurement (iv) Data warehouse
5. ----- is an essential process in which the intelligent methods are applied to extract data patterns.
(i) Data warehouse (ii) Data mining
(iii) Data selection (iv) Text mining
6. What allows you to create communication between different organizations related to customer service.
(i) Collaborative CRM (ii) Operational CRM
(iii) Analytical CRM (iv) All of the above
7. Which one is not a benefit of mobile CRM.
(i) More sales (ii) Less customer service
(iii) Improved data collection (iv) Better productivity
8. ----- is a function of E-CRM.
(i) Web services (ii) Cost controlling
(iii) Loyalty (iv) Supply chain
9. ----- involves the handling and protection of the personal information provided by customers.
(i) Organisational privacy (ii) Consumer privacy
(iii) Service privacy (iv) Ethical privacy
10. Which one does not come under external consumer privacy concern.
(i) Internet (ii) Technology
(iii) Public media (iv) Awareness

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a) What is CRM. State the purpose of CRM.
OR
b) Explain customer life cycle and its stages.
12. a) Describe the types of CRM.
OR
b) State the need of CRM in B2B markets.
13. a) Bring out the techniques used in CRM.
OR
b) How Data Mining in CRM will benefit your business?
14. a) List the benefits of E-CRM.
OR
b) Elaborate the emerging trends in E-CRM.
15. a) Discuss the application of CRM in Health Care Industry.
OR
b) Discuss the consequences of violating consumer privacy.

SECTION - C (30 Marks)

Answer any THREE Questions

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

16. Why should a company use CRM?
17. Highlight the benefits of Sales Force Automation.
18. Summarize the steps in CRM implementation.
19. Point out the challenges of E - CRM.
20. Infer the future of CRM.

Z-Z-ZS

END