

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL AND STORE OPERATIONS MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Retailer is a person who sells goods in _____.
A. Large Quantities B. Small Quantities
C. Both A & B D. none of these
2. The word retail is derived from a _____ word.
A. Indian B. French
C. Latin D. German
3. The process of decision while purchasing the product is.
A. Consumer Behavior B. Marketing
C. Advertising D. All of the above
4. _____ is a warning to potential thieves and muggers.
A. Insurance. B. Security guards.
C. Outsourcing. D. Credit management
5. What is the advantage of holding Inventory.
A. Improved Quality B. Reduce Material Handling
C. Greater Availability D. Reduced Obsolescence

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain about the International Retail Markets.
(OR)
b) Write about retail business model.
7. a) Brief the importance of retailing location.
(OR)
b) Write short note on retail store floor space management.
8. a) Summarize the factors influencing retail shoppers behavior.
(OR)
b) Explain the challenges in retailing in India.
9. a) Explain about the Operations Management.
(OR)
b) Brief out about the store operating parameters.
10. a) What is merchandise management? Explain how the display of merchandise should be made in retail outlet?
(OR)
b) How will the vendor selection be done explain the steps followed in selection.

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

11. Explain the functions of a retailer.
12. Write a note about Layout and explain its Types.
13. Explain about the shopping decision process.
14. Explain about the functions of Operations Management.
15. What is MMIS and Explain the uses of MMIS?

Z-Z-Z END