

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

INTRODUCTION TO RETAILING

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 the goods in a _____.
(i) large quantities (ii) small quantities
(iii) both a & b (iv) none of these
- 2 In a _____, a retailer sells to consumers through multiple retail formats, such as websites, physical stores
(i) Multi-channel retailing (ii) Retail management
(iii) Counter selling (iv) Retail strategy
- 3 Which is not considered one of the elements of "managing a business" in a retail strategy?
(i) the retail organization (ii) human resource management
(iii) operations management (iv) merchandise management and pricing
- 4 The fastest growing segment of retailing is _____.
(i) nonstore retailing (ii) warehouse stores
(iii) hypermarkets (iv) category killers
- 5 Shopping malls, super markets and hypermarkets come under which type of marketing?
(i) wholesale (ii) retail
(iii) direct marketing (iv) agent service

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Summarize the nature of retailing.
OR
b Outline the challenges to retail development in India.
- 7 a Explain about direct marketing.
OR
b Describe the features of department stores.
- 8 a Analyze the steps involved in developing a retail strategy.
OR
b Explain about FDI.
- 9 a State the concept of shopping.
OR
b Explain about the behavioral based segmentation.
- 10 a Outline the factors affecting the success of malls.
OR
b Explain about the Private labels.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Summarize the key drivers of retailing in India.
OR
b Discuss the theories of retail development.
- 12 a Enumerate the classification of retail formats.
OR
b Analyze the advantages of direct marketing.
- 13 a Enumerate the methods of retail expansion.
OR
b Discuss about the factors affecting internet retailing.
- 14 a Trace about the process of shopping.
OR
b Examine the demographics of Indian shoppers.
- 15 a Outline the new mall concepts in India.
OR
b Elucidate the role category management.

Z-Z-Z

END