

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION MAY 2019**  
(Second Semester)

Branch - **BUSINESS ADMINISTRATION (RM)**

**INTRODUCTION TO RETAILING**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

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

- 1 Retailer is a person who sells the goods in a \_\_\_\_\_.  
(i) Large quantities (ii) Small quantities  
(iii) both (i) & (ii) (iv) None of these
- 2 In retailing there is a direct interaction with \_\_\_\_\_.  
(i) Producer (ii) Customer  
(iii) Wholesaler (iv) All of these
- 3 Who uses the computerized check out?  
(i) Large retailers (ii) Small retailers  
(iii) Multi retailers (iv) All of these
- 4 What helps the retailers to complete the tasks within the short period of time?  
(i) Computerization (ii) Outsourcing  
(iii) Both (i) & (ii) (iv) None of these
- 5 Which of the following objectives is concerned with strategic marketing planning?  
(i) Day to day performance and results  
(ii) Over-all long term organizational growth  
(iii) Identifying the strengths and weakness of marketing department  
(iv) None of the above
- 6 Which of the following is not possible types of service that a retailer can offer?  
(i) Self Service (ii) Self selection  
(iii) Limited service (iv) All of the above
- 7 What kind of pricing policy does a retailer have if he is offering the same products and quantities to different customer at different prices?  
(i) Two-price (ii) Customary  
(iii) Flexible (iv) Leader
- 8 A transient customer is a consumer who visits a retailer.  
(i) and finds the item desired in a matter of minutes  
(ii) only when his or her regular retailer is closed  
(iii) that does not meet his or her customer service expectations  
(iv) while on vacation
- 9 What is an interactive marketing system which used one or more advertising media to effect a measurable response and/or transactions any location called?  
(i) Direct marketing (ii) Indirect marketing  
(iii) Database marketing (iv) Meta marketing
- 10 Which of the following is an example of an external threat?  
(i) Decreased competition (ii) New trade regulations

**SECTION - B (35 Marks)**

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

- 11 a Describe the retail revolutions.  
OR  
b Outline the life cycle in retail.
- 12 a Narrate the electronic shopping and automatic vending.  
OR  
b Explain the non-traditional retail formats.
- 13 a State the concept of Internet Retailing.  
OR  
b Summarise the methods of retailing.
- 14 a Compare the shopping process and shopping behaviour.  
OR  
b Bring out the demographics of Indian shoppers.
- 15 a Sketch out the category management in malls.  
OR  
b Outline the advantages of private labels.

**SECTION - C (30 Marks)**

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

- 16 Elucidate the challengers to retail development in India.
- 17 Highlight the direct marketing, television shopping, kiosks and airport retailing.
- 18 Enumerate the ethics in retailing and justify and importance of IT in retail sector.
- 19 Point out the behaviour based segmentation and shopping patterns in India.
- 20 Examine the new malls concepts in India and customer perception of malls.

Z-Z-Z

END