

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

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

**RETAIL STORES MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks!)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is retail stores?
- 2 What is retail strategy?
- 3 What do you mean by retail planogram?
- 4 Define merchandising.
- 5 Define visual communication.
- 6 What is visual merchandising?
- 7 What is operations blue print?
- 8 What do you mean by store security?
- 9 What do you mean by FIFO and LIFO?
- 10 What are the stock levels?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a How do you evaluate the specific areas for location?  
OR  
b What are the importance of store location?
- 12 a What are the factors affecting the size of trade area?  
OR  
b What are the factors affecting merchandising?
- 13 a What are the objectives of visual merchandising?  
OR  
b Write note on payment counters.
- 14 a What are the operations in a retail store?  
OR  
b Write note on energy management and renovation.
- 15 a Explain inventory management.  
OR  
b Write note on warehouse management.

**SECTION - C (30 Marks!)**

Answer any **THREE** Questions

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

- 16 Explain the types of store location.
- 17 Explain the factors affecting the size of trade area.
- 18 What are the trends in visual merchandising in India?
- 19 Explain the duties and responsibilities of store manager.
- 20 Explain the allocation and replenishment of stock.

**Z-Z-Z**

**END**