

DIPLOMA IN RETAILING/BBA IN RETAILING

00127

Term-End Examination

June, 2016

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What are the different factors responsible for the recent growth of retailing in India ? Explain the challenges faced by retailers with the help of examples. 5+5
2. (a) Explain the various types of retail formats with the help of examples. 5+5
(b) State the various steps involved in sourcing process.
3. What are the different methods of setting retail price ? Explain with the help of examples. 10
4. (a) Describe the influence of situational variables on retail consumer shopping behaviour. 5+5
(b) Explain the factors which play significant role in the choice of the store location.

5. Explain the concept of visual merchandising in retailing. State the various components of display. 5+5
 6. How can a retailer ensure success in rural retailing ? Do you think e-tailing is a viable concept for rural markets ? Justify your answer. 5+5
 7. (a) How can you monitor the performance of a retail store ? 5+5
(b) Explain briefly the various applications of technology in retail industry.
 8. Write short notes on **any two** of the following : 5+5
 - (a) Private Brands Vs. National Brand
 - (b) Legal Issues related to Retailing
 - (c) Ethical Dimensions of Retailing
 - (d) Psychological Pricing
-