

DIPLOMA IN RETAILING/BBA IN RETAILING

01382

Term-End Examination

December, 2012

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

*Note : Attempt **any five** questions. All questions carry equal marks.*

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1. Describe the personal factors influencing the retail consumer behaviour. **10**
 2. Discuss the dimensions which shape relevant consumer attitudes for a Retail Store. **10**
 3. (a) Describe the factors which play a significant role in the choice of the store location. **5+5**
(b) Explain briefly the various types of store layouts.
 4. Explain the external and internal security mechanism for a Retail Store. **10**

5. Explain the technological trends in Retailing. 10
6. (a) Why are Retailers developing private brands ? 5+5
(b) Distinguish between private brands and national brands.
7. Explain the various tasks performed in a Retail firm. 10
8. Write short notes on *any two* of the following : 5+5
(a) Functions of a Retailer
(b) Store strategy mix
(c) Shrinkage
(d) Standards of business conduct
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