

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

December, 2014

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. (a) How do you differentiate modern retail formats from traditional retail formats ? Explain with examples. **5+5**
(b) Describe the importance of atmospheric planning in a modern retail store.

2. (a) Explain briefly the theories of structural changes in retailing. **5+5**
(b) What do you mean by chain stores ? Identify major types of chain stores in India.

3. (a) Explain the sourcing process of retailing. **5+5**
(b) Describe the constraining factors in merchandise management.

4. Explain in detail the importance and the role of atmospheric planning in a retail store. **10**

5. (a) Explain the concept of customer relationship marketing and the importance of loyalty programme. 5+5
- (b) Discuss the impact of liberalisation on retail industry.
6. How e - tailing is different from retailing ? State the advantages and limitations of e - tailing. 4+6
7. Describe the broad areas of business ethics. What are the benefits of managing ethics in retailing ? 5+5
8. (a) What is private branding and what are the reasons in developing private brands by retailers ? 5+5
- (b) Describe the features of rural markets in India.
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