

**DIPLOMA IN RETAILING/BBA IN RETAILING**

**Term-End Examination**

**December, 2015**

**BRL-001 : OVERVIEW OF RETAILING**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

1. Describe the functions of a Retailer and state the challenges for the Retail bussiness in India. 5+5
2. Explain the dimensions which shape relevant consumer attitudes for a Retail Store. 10
3. Describe various types of chain stores in India with suitable examples. 10
4. Discuss the external factors influencing pricing strategy of the Retailers. 10
5. Describe internal security mechanism for preventing shop - lifting along with the technological applications. 10

6. What is franchising ? Explain various types of franchising. 2+8
7. (a) Describe the ethical practices in retailing. 5+5  
(b) Discuss the non - ethical behaviour in retail business.
8. Write short notes on **any two** of the following : 5+5
- (a) Sourcing process.  
(b) Every Day Low Pricing (EDLP).  
(c) Existing legal issues in Retailing.  
(d) Point of Sales (PoS) Software.
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