

DIPLOMA IN RETAILING/BBA IN RETAILING

01035

Term-End Examination

December, 2017

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. Explain the various factors responsible for the growth of retailing in India. 10
2. Discuss the various stages of consumer buying process. State the influence of situational variables on shopping behaviour. 5+5
3. Describe the various types of retail formats with examples. 10
4. Discuss the factors taken into account while finalization of retail site/location. Also state key objectives of store space management. 6,4
5. Explain the concept of visual merchandising and the various components of display. 4,6
6. Explain the various applications of Technology in Retail Industry. 10

7. (a) State the advantages and limitations of Franchising. **5+5**
(b) Explain the importance of loyalty programme.
8. Write short notes on any two of the following : **5+5**
(a) Rural Retail Scenario
(b) Merchandise Management
(c) Customer Relationship Marketing (CRM)
(d) Every Day Low Pricing (EDLP)
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