

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

December, 2018

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

- Note :*
- (i) *Attempt any five questions.*
 - (ii) *All questions carry equal marks.*

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1. What do you understand by traditional retail format ? Explain chain stores in India. 5+5
 2. Discuss any five methods for setting retail prices with suitable examples. 10
 3. Discuss different types of store layouts. 10
 4. Describe the key issues in the financial management of a retailing firm. 10
 5. As the CEO of a retail firm, explain the factors you will keep in mind while selecting appropriate technology and also state any five precautions you take while handling technology in retailing. 5+5
 6. What is business ethics ? Discuss the broad areas of business ethics in retailing. 2+8

7. What do you understand by franchising? Discuss the various types of franchising in retailing. 2+8
8. Write short notes on any two of the following: 5+5
- (a) Rural Retail Formats
 - (b) Visual Merchandising
 - (c) Private brands
 - (d) Retail store locations
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