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BRL-01

**B. B. A. IN RETAILING /
DIPLOMA IN RETAILING (BRL)**

Term-End Examination

December, 2021

BRL-01 : 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 mean by retailing ? Explain the opportunities and challenges for retailing in India. 2+8

 2. Explain the various factors that affect retail customer behaviour and state the role of situational variables on retail customers' purchase decision with the help of examples. 5+5

3. (a) Discuss the various types of retail formats with examples. 5

- (b) Explain the various components of retail store display. 5

4. Explain various methods for setting retail prices with the help of examples. 10

5. What do you mean by retail atmospherics ? Why is it important in retailing ? Differentiate between internal and external atmospherics with the help of examples. 2+4+4

6. What is e-tailing ? Explain the advantages and disadvantages of e-tailing. 2+4+4

7. (a) State the advantages and limitations of Franchising. 5

- (b) Explain the various applications of technology in retailing. 5

P. T. O.

[3]

8. Write short notes on any *two* of the following :

5+5

- (a) Future of Retailing in India
- (b) Ethical Practices in Retailing
- (c) Loyalty Programme
- (d) Private Brands