

**DIPLOMA IN RETAILING (DIRL) / BBA IN  
RETAILING (BBAIRL)**

**Term-End Examination**

**December, 2022**

**BRL-101 : OVERVIEW OF RETAILING**

*Time : 3 hours*

*Maximum Marks : 100*

---

**Note :** Answer any **five** questions. All questions carry equal marks.

---

---

1. (a) Describe the functions of a Retailer, with suitable examples. 10
- (b) Discuss the factors influencing the growth of Retail in India. 10
2. "Do you think that understanding consumer behaviour is important for Retailers ?" Discuss with examples and explain the psychological and personal factors influencing the retail consumer behaviour. 6+14

3. (a) Describe various types of Non-Store Retailing, with examples. 8
- (b) Explain various types of modern retail formats, with examples. 12
4. What do you mean by sourcing ? Explain the criteria for evaluation and selection of suppliers. 4+16
5. Explain various security arrangements in Retailing. How do these security measures help Retailers in preventing losses ? 15+5
6. Explain applications of various technologies in Retailing, with suitable examples. 20
7. What do you mean by business ethics in Retailing ? Describe broad areas of business ethics, with examples. 5+15
8. Write short notes on any **two** of the following : 10+10
- (a) Global Trends in Retailing
- (b) Shrinkage in Retail
- (c) Everyday Low Pricing (EDLP) Approach
- (d) Store Space Management
-