

DIPLOMA IN RETAILING/BBA IN RETAILING**Term-End Examination**

June, 2018

01065

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. What is Retailing ? Explain emerging retailing trends and challenges in India. 2+8
2. Discuss the various social and cultural factors which influence consumer behaviour in retailing. 10
3. Explain the classification of retail formats. 10
4. Discuss the retail pricing objectives and approaches. 10
5. What do you mean by retail atmospherics ? Discuss the importance of atmospheric planning. 3+7
6. Discuss various security aspects on retailing. 10
7. Explain the technology applications in various departments in retail industry. 10
8. Write short notes on any two of the following : 5+5
 - (a) Non-Store Retailing
 - (b) Merchandising
 - (c) Store Space Management
 - (d) Cash and Carry