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**BRL-001**

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2020**

**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 factors those are influencing the growth of retailing in India. Also explain the emerging retailing trends in India with the help of examples. 5 + 5
2. Discuss the various types of retail formats with the help of examples. 10

**P. T. O.**

3. (a) Describe the factors affecting the choice of a retail store location. 5
- (b) Explain the influence of situational variables on retail customer's shopping behaviour. 5
4. Describe the various types of retail pricing. Explain the various methods of setting Retail Price with the help of examples. 5 + 5
5. Why is visual merchandising considered important in retailing ? Also explain the various components of display. 5 + 5
6. What do you mean by rural retailing ? What are the key features of rural retail market ? How can a retailer ensure success in rural retailing. 2 + 4 + 4
7. What precautions should be taken while applying technology in retailing ? Explain the application of technology in various departments of a retail store with the help of examples. 5 + 5

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

5 each

- (a) e-Retailing
- (b) Merchandise Management
- (c) Store Layout
- (d) Store Brands