

DIPLOMA IN RETAILING (DIRL)/

B. B. A. IN RETAILING

(BBAIRL)

Term-End Examination

June, 2023

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 factors influencing growth of retail in India. 10
- (b) Explain the challenges faced by retailers in India. 10

2. What are the objectives of merchandising ? Describe the merchandising budget and constraint factors influencing the merchandising budget. 6+14

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3. Explain the methods of setting retail prices with suitable examples. 20
4. (a) What are the factors which play a significant role in the choice of the store location in a particular city ? Discuss with examples. 10
- (b) Explain the retail space performance measures with examples. 10
5. Do you think that financial planning is the core of the retail planning ? Discuss and describe various key issues in financial management for the retail. 5+15
6. State the important legal acts which govern the retailing activities. Discuss any *three* legal acts in detail. 5+15

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7. Explain the technological trends in retailing.

Give suitable examples for their requirement in retail stores. 16+4

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

10+10

(i) Impact of economic liberalization on retailing

(ii) Consumer images of retail stores

(iii) Rural retailing

(iv) Private brands *vs.* National brands