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BRL-101

DIPLOMA IN RETAILING (DIRL)/

B. B. A. IN RETAILING

(BBARIL)

Term-End Examination

June, 2024

BRL-101 : OVERVIEW OF RETAILING

Time : 3 Hours

Maximum Marks : 100

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

1. What is consumer behaviour ? Explain the difference between buyer and consumer. How social and cultural factors influence consumer behaviour ? Discuss with examples. 4+8+8
2. How do you distinguish modern retail formats from traditional formats ? Explain these formats with examples. 20

P. T. O.

3. Describe the emerging trends in Indian retailing. Enumerate the factors that influence the growth of retailing in India. 10+10
4. (a) Describe the factors affecting the choice of a retail store location. 10
(b) Explain the influence of situational variables on retail customer's shopping behaviour. 10
5. Distinguish cross merchandising from merchandise. Which factors would you suggest for a retailing unit to consider for producing merchandising and why ? Discuss with examples. 10+10
6. Describe the stages in consumer decision-making process in purchasing with examples. 20
7. Explain the ethical dimensions of retailing. What are the benefits of managing ethics in the business ? 10+10

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

10+10

- (a) Customer Relationship Marketing
- (b) Value Added Tax (VAT)
- (c) Chain stores in India
- (d) Security arrangements in Retailing