

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

December, 2013

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

- Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*

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1. Discuss the growth of retailing in the Global Context Retail Scenario ? Briefly explain the emerging trends in Indian Retailing. **6+4**
 2. Explain the factors influencing the Retail consumer behaviour. **10**
 3. (a) What are the stages involved in consumer buying decision process ? Explain them briefly. **6+4**
(b) What do you understand by consumer images of retailstores ?
 4. State the objectives of merchandise management, and describe the constraining factors that should be considered by the retailer. **4+6**
 5. (a) What are the various Retail performance measures ? Explain them briefly. **5+5**
(b) Explain the important layout in retails.

6. Describe the Key Issues in Financial Management in Retailing. 10
7. (a) What are the various ratios used for monitoring performance of Retail Store. 6+4
(b) Explain the importance of loyalty programme.
8. Write short notes on **any two** of the following : 5+5
(a) Challenges for retailers in India
(b) Importance of atmospheric planning
(c) Rural Retail Scenario
(d) Private Brands
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