

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

00869

December, 2014

**BRS-019 : RETAIL MARKETING AND
VISUAL MERCHANDISE**

Time : 3 hours

Maximum Marks : 100

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

1. What are the different theories available in retail ? Discuss the scope of retail in India. 20

2. As a consultant, you have been retained by a retailer like Reliance Fresh or Vishal Mega Mart to help identify a suitable site location for the commencement of its operations. Discuss the criteria for selecting the site. 20

3. Explain the various modern retail formats available giving suitable examples. 20

4. What is retail advertising ? Briefly discuss the fundamentals of retail advertising. 20
 5. How has Internet affected retail marketing ? Explain with examples. 20
 6. What are the various roles personal selling plays in the retail market and what are the other techniques used by retailers for promotion of their business ? 20
 7. Describe the various considerations to be kept in mind in merchandise planning in a retail form. 20
 8. Write short notes on the following :
 - (a) Retail Communication Mix 10
 - (b) Franchising in Retailing 10
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