

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

December, 2016

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. (a) State the challenges for retail in India. **5+5**
(b) Compare and contrast the store strategy mixes of convenience stores, traditional supermarkets and hyper markets.

2. Explain the factors that affect the retail consumer buying behaviour. Also explain the influence of situational variables on buying decisions with the help of examples. **5+5**

3. What do you understand by merchandise management ? What are the different constraints related thereto ? Explain the concept of supply chain management and its functions. **2+3+5**

4. What do you mean by visual merchandising ? **4+6**
Why is the use of visual merchandising increasing day by day in modern retailing ?

5. With the help of examples, explain external and internal retail atmospherics. Why is the atmospheric planning important in a retail outlet ? 5+5
6. Explain the various performance measures of a retail outlet with examples. 10
7. What are the different challenges faced by retailers in rural market ? How can retailers meet those challenges to succeed in highly profitable market ? 5+5
8. Write short notes on any two of the following : 5+5
- (a) Private Brands
 - (b) Every Day Low Pricing (EDLP)
 - (c) E-Retailing
 - (d) Retail Ethics
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