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**BRL-001**

**DIPLOMA IN RETAILING/B. B. A.**

**(RETAILING) (BBARL)**

**Term-End Examination**

**December, 2022**

**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. Discuss the role of social and psychological factors on retail consumer purchase decision. 10
2. As a retailer, how will you explore the possibility of having long-term relationship with the vendor ? Discuss with examples. 10
3. How are the rural retail markets different from urban retail markets in India ? Describe some of the major difficulties faced by rural retail markets in India. 4+6

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4. Describe internal and external atmospherics, with suitable examples. 10
5. What is e-tailing ? Discuss the benefits and limitations of e-tailing. 3+7
6. In your opinion, what are the emerging career opportunities in retail industry ? 10
7. Explain external factors influencing the price strategy, with suitable examples. 10
8. Write short notes on any *two* of the following : 5 + 5
  - (a) Stages in retail consumer buying decision process
  - (b) Visual merchandising
  - (c) Non-ethical behaviour in retail business
  - (d) The Prevention of Food and Adulteration Act, 1954

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