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**BRL-001**

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

**Term-End Examination**

**December, 2023**

**BRL-001 : OVERVIEW OF RETAILING**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What do you mean by retail atmospherics ?  
Why is it important in retailing ? Differentiate between internal and external atmospherics with the help of examples. 2+3+5
2. Describe the factors which influence the decision of Store Location. How will you evaluate these factors ? 5+5
3. Explain the role and relevance of store layout in retailing. Discuss different types of store layout. 5+5

**P. T. O.**

4. What do you understand by Merchandising and Merchandise Management ? Explain the constraining factors that should be considered by retailers during merchandise management. 5+5
5. Explain different methods of setting retail price with the help of examples. Which method(s) would you prefer and why in the era of globalized retailing ? 5+5
6. Explain the various applications of Technology in retail industry with the help of examples. 10
7. Explain the factors affecting the success of e-tailing. Do you think that e-tailing is a viable concept in rural retailing ? Explain. 5+5
8. Write short notes on any *two* of the following : 5+5
- (a) Sourcing
  - (b) Components of Display
  - (c) Ethical Practices in Retailing
  - (d) Modern Retail Format