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BRL-101

DIPLOMA IN RETAILING (DIRL)/

B. B. A. IN RETAILING

(BBARIL)

Term-End Examination

December, 2023

BRL-101 : OVERVIEW OF RETAILING

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. What is retailing ? Discuss the future of retail industry in India. Explain the pros and cons of this industry. 4+8+8
2. Explain the various stages of purchase decision while buying a new car. 20
3. (a) Discuss the various types of retail formats with examples. 10
(b) Explain the various components of retail store display. 10

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4. Why is visual merchandising considered important in retailing ? Explain the various components of visual merchandising. 10+10
5. Explain the Acts pertaining to retail industry and explain how important and relevant they are in the present context of booming retail. 20
6. What is Business Ethics ? Explain the broad areas of business ethics in retailing with examples. 5+15
7. Discuss different types of store layouts. Illustrate with examples. 20
8. Write short notes on any *two* of the following :
10+10
 - (a) Private Brand *vs.* National Brand
 - (b) E-tailing
 - (c) Challenges for retail in India
 - (d) Cash and Carry retail format