

DIPLOMA IN RETAILING/BBA IN RETAILING

00961

Term-End Examination

June, 2012

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

-
- Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*
-

1. (a) How can you ensure success in Retailing ? 5+5
(b) State the challenges the retailers in India face.
2. Discuss various types of chain stores which are predominant in India. 10
3. (a) Describe the steps involved in sourcing process. 5+5
(b) What are the factors affecting the global sourcing decisions ?
4. What is visual merchandising ? Discuss various components of display. 10

5. How can you monitor the performance of a Retail Store ? 10
 6. What is ' Franchising ' ? State the advantages and limitations of Franchising. 3+7
 7. (a) Discuss the ethical practices in Retailing. 5+5
(b) Describe the ethical responsibilities of a Retailer.
 8. Write short notes on *any two* of the following : 5+5
 - (a) Global Retail Scenario
 - (b) Merchandising
 - (c) High - Low pricing
 - (d) Implication of VAT
-