

DIPLOMA IN RETAILING/BBA IN RETAILING

01354

Term-End Examination

June, 2013

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. Discuss various factors influencing the growth of retail in India. 10
2. What do you understand by consumer behaviour ? Explain the various stages of consumer buying decision process. 2+8
3. Explain the various types of retail formats with examples. 10
4. What do you mean by Merchandise management ? Explain Vendor-Retailer relation and supply chain Management. 5+5

5. Explain the various methods for setting Retail Prices. 10
6. Describe the rural retailing scenario in India. 10
7. (a) What do you mean by Technology. Applications in store Management. 5+5
(b) Discuss the factors influencing Technology selection.
8. Write short notes on *any two* of the following : 5+5
- (a) Impact of Economic Liberalization
 - (b) Chain Stores in India
 - (c) Retail Performance Measures
 - (d) Existing Legal Issues.
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