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BRL-001

**DIPLOMA IN RETAILING/BBA IN
RETAILING**

Term-End Examination

June, 2019

BRL-001 : OVERVIEW OF RETAILING

Time : 2 Hours

Maximum Marks : 50

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

1. Describe the factors influencing the growth of retail in India. 10
2. Explain the various types of retail formats with the help of examples. How do you distinguish modern retail formats from traditional retail formats ? 5 + 5
3. (a) Describe the factors which affect choice of the store location. 5
(b) Explain the various approaches of retail pricing. 5

4. What do you understand by Merchandising and Merchandise Management ? Explain the constraining factors that should be considered by retailers during merchandise management. 10
5. (a) Discuss the various components of display. 5
 (b) Explain the various types of layouts with the help of examples. 5
6. Discuss the key issues in financial management of retail store operations. 10
7. (a) Explain the concept of e-retailing. 5
 (b) What are the precautionary measures to be taken before adopting new technology in a retail store ? 5
8. Write short notes on any *two* of the following : 5 each
- (a) Future of Retailing in India
 (b) Non-store retailing
 (c) Every Day Low Pricing (EDLP)
 (d) Loyalty programme