

DIPLOMA IN RETAILING / BBA IN RETAILING

Term-End Examination

June, 2022

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. Describe the emerging trends in Indian retailing. Enumerate the factors that influence the growth of retailing in India. 5+5
2. Explain the various types of retail formats along with their merits and demerits. 10
3. Describe the various steps of merchandise management process, with the help of examples. 10
4. How would you measure the performance of a retail store ? Explain with examples. 10

5. Explain the concept of visual merchandising, with the help of an example. Why is the use of visual merchandising increasing day-by-day in modern retailing ? Explain the different components of display. 2+4+4
6. Explain the external factors influencing the pricing strategy. 10
7. Explain the reasons for fast adoption of technology in retail sector. Highlight the various technologies that can be applied in different functional areas of retailing. 5+5
8. Write short notes on any **two** of the following : 5+5
- (a) Rural Retailing
 - (b) Sourcing
 - (c) Private Brands
 - (d) Ethical Dimensions of Retailing
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