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BRL-001

**DIPLOMA IN RETAILING/
B. B. A. IN RETAILING (BRL)**

Term-End Examination

June, 2023

BRL-001 : OVERVIEW OF RETAILING

Time : 2 Hours

Maximum Marks : 50

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

(ii) *All questions carry equal marks.*

1. Explain the personal and cultural factors influencing the retail consumer behavior. 10
2. Explain the stages involved in consumer buying decision process with suitable examples. 10
3. Explain various kinds of retail formats with the help of suitable examples. 10
4. “Store atmosphere plays an important role in establishing a retail unit.” Justify this statement giving suitable examples. 10

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5. How do the internal and external security aspects help retailers and consumers ? Discuss with examples. 10
6. What is franchising concept ? Discuss the advantages and limitations of franchising concept. 3+7
7. What do you understand by business ethics ? Describe ethical responsibilities of a retailer. 4+6
8. Write short notes on any *two* of the following : 5+5
 - (a) The Consumer Protection Act, 1986
 - (b) Point of sale software
 - (c) Features of rural marketing
 - (d) E-tailing

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