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BRL-001

**DIPLOMA IN RETAILING/B. B. A. IN
RETAILING**

Term-End Examination

June, 2024

BRL-001 : OVERVIEW OF RETAILING

Time : 2 Hours

Maximum Marks : 50

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

1. Discuss the reasons for growth of Indian Retail Sector. Also state the future challenges in it.

5+5
2. (a) Distinguish between buyer and consumer.

5

(b) Describe the stages of consumer buying decision process.

5
3. Discuss various store based formats. In what ways store based formats are different from non-store based formats ?

4+6
4. Explain various types of pricing strategies in retail.

10

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5. Discuss the role of technology in store management. 10
6. Briefly explain various legal Acts related to retail industry in India. 10
7. What is business ethics ? Describe non-ethical behaviour in retailing. 3+7=10
8. Write short notes on any *two* of the following : 5+5=10
 - (a) Visual Merchandising
 - (b) Point of Sales (POS) Software
 - (c) E-Tailing
 - (d) Mergers and Acquisitions