

DIPLOMA IN RETAILING/BBA IN RETAILING

00615

Term-End Examination

December, 2010

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Briefly explain the various factors influencing consumer behaviour in retailing. 10
 2. (a) Explain the various features of Rural Markets. 4+6=10
(b) Discuss various rural retailing formats with examples.
 3. Discuss the career opportunities in retail Industry. 10
 4. Discuss the factors influencing the decision of store location. 10
 5. Discuss the tasks performed in a Retail firm. 10

6. Explain the various types of business format franchising with examples. 10
7. (a) Discuss the key factors of Visual Merchandising. 5+5=10
(b) Distinguish between 'ethical standards' and 'ethical codes'.
8. Write short notes on *any two* of the following :
- (a) Every Day Low Pricing (EDLP) 5+5=10
(b) Retail Image Dimensions
(c) Store Strategy Mix
(d) Customer Relationship Marketing (CRM)
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