

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

June, 2010

01631

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

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- Note :**
- (i) *Attempt any five questions.*
 - (ii) *Each question carry equal marks.*
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1. Define retailing. Discuss the emerging trends in Indian retail Industry. 3+7=10

2. How would you distinguish a modern retail format with a traditional retail format ? Explain with examples. 10

3. (a) Describe various considerations to be kept in mind while doing merchandise planning.
(b) Discuss the constraining factors of Merchandise Management. 5+5=10

4. Discuss the factors influencing setting of a store location with examples. 10

5. Explain the impact of liberalization on retail industry. 10
 6. Explain the various applications of Technology in Retail Industry. 10
 7. What do you mean by business ethics ? Explain the benefits of managing ethics in retailing. 3+7=10
 8. Write short notes on *any two* of the following : 5+5=10
 - (a) Rural Retailing
 - (b) Supply chain management
 - (c) E - Tailing
 - (d) Internal Atmospherics
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