

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

June, 2011

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. Explain the factors influencing the growth of retailing in India ? 10
2. What is consumer behaviour ? Explain the distinction between buyer and consumer. State the factors influencing the retail consumer behaviour. 2,2,6
3. What is a retail format ? Explain the modern retail formats with examples. 2,8
4. Define merchandising. Explain various considerations to be kept in mind while planning for merchandising. 2,8

5. State the features of rural retailing and the rural retailing formats prevalent in India. 5+5
6. What are the key concepts in retail atmospherics? Explain relevance of atmospherics in planning a retail outlet. 5+5
7. (a) How is business ethics relevant in retailing? 5
(b) Distinguish Super Markets from Departmental Stores. 5
8. Write short notes on *any two* of the following: 5+5
- (a) Clothing and Foot Wear Chains.
(b) Supply Chain Management.
(c) Every Day Low Pricing (EDLP).
(d) Loyalty Programme.
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