

DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

December, 2011

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What are the functions of a retailer ? Explain 5+5
various retail formats.
2. How can social and cultural factors influence 10
consumer behaviour ?
3. Briefly explain the pricing strategies usually 10
followed by retailers.
4. What is merchandising mix ? Explain the 3+7
constraining factors that affect merchandise mix.
5. What is sourcing ? How would you make a 2+8
comparative evaluation and select the suppliers ?

6. What is visual merchandising ? Explain 2+8
components of display.
7. (a) Explain the concept of e-Tailing. 5+5
(b) Explain briefly the functions of supply chain
management.
8. Write short notes on *any two* of the following : 5+5
(a) High-Low pricing.
(b) Store Location
(c) Merchandise Management
(d) Franchising
-