

DIPLOMA IN RETAILING/BBA IN RETAILING

00915

Term-End Examination

June, 2014

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

1. Describe the emerging trends in Indian retailing. 5+5
Enumerate the factors that influence the growth of retailing in India.
2. Explain how personal and social factors influence the retail consumer behaviour. 10
3. (a) What are the external factors that influence the pricing strategy in retailing ? Explain with specific examples. 5+5
(b) State the benefits of Every Day Low Pricing (EDLP).
4. (a) Explain the factors that influence the choice of appropriate location of a retail store. 5+5
(b) Explain the various measures used to assess the performance of retail space management.

5. Discuss in detail the key issues in financial management of retail store operations. **10**
 6. Explain the major security aspects in retailing. **10**
 7. (a) What are the precautions to be taken before adopting new technology in a retail store ? **5+5**
(b) What are the advantages and limitations of retail sales under franchisee agreement ?
 8. Discuss the career opportunities in retail industry. **10**
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