

DIPLOMA IN RETAILING/BBA IN RETAILING

01620

Term-End Examination

June, 2015

BRL-001 : OVERVIEW OF RETAILING

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Discuss the stages involved in consumer buying decision process. **10**
2. What do you mean by Retail Formats ? Describe various Retail Formats with suitable examples. **2+8**
3. (a) Describe the factors affecting the global sourcing decisions. **5+5**
(b) How do you make comparative evaluation of the suppliers ?
4. What are the objectives of store space management ? Describe the retail performance measures with suitable examples. **3+7**
5. (a) Describe the features of the rural markets. **5+5**
(b) State various rural retailing formats.

6. Explain the advantages and disadvantages of e-tailing. 10
7. Why do Retailers develop private brands ? 5+5
Distinguish between private brands and national brands.
8. Write short notes on **any two** of the following : 5+5
- (a) Store strategy mix
 - (b) Shrinkage
 - (c) External atmospheric
 - (d) Visual merchandising
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