

No. of Printed Pages : 2

BRL-001

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**

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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