

No. of Printed Pages : 2

BRL-001

**DIPLOMA IN RETAILING/
B. B. A. IN RETAILING (DIR/BBARL)**

Term-End Examination

December, 2024

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 social and cultural factors influencing retail consumer behaviour. 10
2. Describe rural retailing scenario in India. Also explain its salient features. 10
3. Write an explanatory note on chain stores in India. 10
4. Describe various methods for setting retail prices. 10

5. Explain various factors that influence retail store location choice. 10
6. As a manager of a retail store, explain the precautions which are to be taken at the time of selection of technology. 10
7. What is franchising ? Explain various types of franchising. 3+7
8. Write short notes on any *two* of the following : 5+5
 - (a) Budget Planning
 - (b) Internal Security *vs.* External Security
 - (c) Private Brands
 - (d) Ethical Standards

× × × × × × ×