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BRL-001

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

Term-End Examination

December, 2025

BRL-001 : OVERVIEW OF RETAILING

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Explain the meaning and importance of retailing. What are the emerging trends in Indian retailing ? 5+5
2. What is consumer behaviour ? In retailing, why is it important to understand the consumer behaviour ? 4+6

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3. Explain some modern retail formats and their relevance in present times with suitable examples. 10
4. What do you understand by sourcing ? Explain the steps involved in sourcing process. 3+7
5. What do you understand by e-Tailing ? Explain the various advantages and disadvantages of e-Tailing. 2+8
6. Why is security aspect important in retailing ? Explain some external and internal security measures generally used in retailing. 4+6
7. Describe how technology is useful in management of retail stores. 10
8. Write short notes on any *two* of the following : 5+5
 - (a) Distinction between buyer and consumer
 - (b) Internal and external atmospheres
 - (c) Ethical responsibility of a retailer
 - (d) Broad areas of business ethics

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