

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

Term-End Examination

June, 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. What do you mean by retailing ? Also explain the various functions performed by a retailer. 4+6
2. Explain the social and psychological factors influencing the retail consumer behaviour. 5+5
3. What do you mean by VAT ? Do you think it benefits the retail industry ? 4+6

4. Explain *five* major pricing strategies generally followed by the retailers to meet their short-term and long-term objectives. 5+5
5. Enumerate some good career options in retail industry. 10
6. Identify *three* of the relevant acts pertaining to retail industry and explain how important and relevant they are in the present context of booming retail. 10
7. What do you mean by e-Tailing ? Explain its advantages. 3+7
8. Write short notes on any *two* of the following : 5+5
- (a) Influence of situational variables on shopping behaviour
 - (b) Non-store retailing
 - (c) Customer Relationship Marketing (CRM)
 - (d) List out the non-ethical behaviour in retail business.

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