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BRL-001

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

Term-End Examination

June, 2026

BRL-001 : OVERVIEW OF RETAILING

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

1. What is retailing ? Explain the factors influencing the growth of retailing in India. Explain the emerging retailing trends in India with the help of examples. 2+5+3
2. Explain various kinds of retail formats with the help of suitable examples of each type of retail formats. 5+5

3. (a) How do you compare and select the suppliers/sources during sourcing process ? 5
- (b) Explain in brief the various types of store layouts. 5
4. Why is visual merchandising important in retailing ? Discuss the various components of display. 5+5
5. Discuss in detail the key issues in financial management of retail store operations. 10
6. What is franchising concept ? Discuss the advantages and limitations of franchising concept. 2+4+4
7. What is e-tailing ? Explain the factors that affect the success of e-tailing. Do you think that e-tailing is a viable concept in rural retailing ? 5+5

[3]

8. Write short notes on any *two* of the following :

5+5

- (a) Visual Merchandising
- (b) Technology in Retailing
- (c) Retail Atmospherics
- (d) Ethical Dimensions in Retailing

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