

1127

B. Voc. (Retail Management)
First Semester
BIR-101: Retail Concepts (OLD)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four questions from the following:-

- a) What are the factors that influence retailing?
- b) What do you mean by warehouse clubs?
- c) What is the scope of retailing as a career choice?
- d) Explain the concept of life cycle
- e) Write a short note on legislation for retailing
- f) What is merchandizing mix?

(4x5)

UNIT – I

- II. What do you mean by Retailing? Explain the importance of retailing. (15)
- III. Explain the strategic Retail planning process. (15)
- IV. What do you mean by retail format? Explain the various retail formats. (15)
- V. Explain the changing structure of retail in India. (15)

UNIT – II

- VI. What is a business model? What are the various types of business models in retail? (15)
- VII. What are the challenges of retailing in rural India? (15)
- VIII. What do you mean by FDI in retail? What are the advantages and disadvantages of FDI in Retail? (15)
- IX. What factors have led to the emergence of organized retailing? (15)

x-x-x