

1115

B. Voc. (Retail Management) First Semester
Part -B: Skilled Courses

BIR-101: Retail Concepts Theory

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting atleast two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) What is the importance of retailing?
- b) What are departmental stores?
- c) What is a retail organization?
- d) Enumerate the retail models.
- e) What do you mean by rural retailing?
- f) List the modern retail formats.

(4x5)

UNIT - I

- II. What is retailing? What are the functions of retailing? (15)
- III. What is retail strategy? (15)
- IV. What factors have led to the growth of retailing in India? (15)
- V. Discuss the corporative and voluntary systems of retailing? (15)

UNIT - II

- VI. Explain the theory of retail development. (15)
- VII. What are the various business models in retailing? (15)
- VIII. Elaborate the legislation pertaining to retailing in India? (15)
- IX. Explain the emergence of organized retailing. (15)

x-x-x