

B. Voc. (Retail Management) FYUP
First Semester
BRM-101: Introduction to Retailing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

I. Attempt any four of the following:-

- (a) What is retailing?
- (b) Write some functions of a retailer.
- (c) Define retail strategy.
- (d) Difference between Departmental stores and Super markets.
- (e) Write a note on Merchandising Mix.
- (f) Explain in brief FDI in retailing.

UNIT - I

- II. Discuss the scope and importance of retailing.
- III. What are the various factors affecting retailing?

UNIT - II

- IV. Explain the strategic retail planning process in retail.
- V. Discuss the changing structure of retail in the present scenario with suitable examples.

UNIT - III

- VI. What do you understand by retail model? Explain business models in retail.
- VII. Enumerate in detail theory of rural development.

UNIT - IV

- VIII. Compare Traditional and Modern Retail Formats in India.
- IX. Explain in detail emergence of Retailing in rural India.

x-x-x