

Roll No.....

Total Pages: 3
14599

BBA/D-17
PRINCIPLES OF RETAILING
Paper: BBA-302

Time: Three Hours

Maximum Marks: 80

Note: Attempt Five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

(Compulsory Question)

1. Write short notes on the following :
 - (a) What do you understand by the term “retailer” ?
 - (b) Discuss the term “Online Selling” with example.
 - (c) What are various levels of Human Resource Management in Retail Industry?
 - (d) Describe the option of ‘Cash on Delivery’ used in online retail.
 - (e) Explain the term” Customer Buying Behaviour’
 - (f) What is a Bar Code? Discuss the Bar Code Scanning Process.
2. What is the future of retailing in India?
3. Organised retail sector is facing big challenge from unorganized retail sector. Explain.
4. What are the advantages of e-Commerce :
 - (a) to Companies
 - (b) to Customers
 - (c) to Society?
5. What are different stages of the buying process? Discuss.
6. How do retailers forecast sales for new store locations?
7. What are the different types of Store-Layout? Explain each of them in detail.
8. What are the legal restrictions on retail pricing?