

# PRINCIPLES OF RETAILING

BBA-302

## 1. Compulsory Question

Write short notes on the following :

- (a) What is the position of retailer in the entire supply chain?
- (b) How is vending becoming popular in India?
- (c) Customer retention is one of the major problems in retail.How?
- (d) Write a note on future of Online retailing in India.
- (e) CRM in Retail.
- (f) E-tailing.

2.What are various distribution techniques used by the retailer today to reach the end customers?

3.India is a big market for organized retail.Explain.

4.Describe the social factors that affect the consumer buying decision process in retailing.

5. Define Geographic Information Systems (GIS) and discuss their potential uses in a retail enterprise.

6. Discuss the mechanism of Retail store design in detail.

7. Discuss various types of Retail Organisation structures detail.

8. Discuss the factors a retailer should consider when establishing pricing objective and policies.