

BBA/D-16  
PRINCIPLES OF RETAILING  
PAPER-BBA-302

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

**Compulsory Question**

1. Write short notes on the following :
  - (a) Organized vs. Unorganized retailing.
  - (b) Assortment planning and range planning.
  - (c) Signages and Graphics.
  - (d) CRM in retail.
  - (e) E-tailing.
  - (f) Types of retail locations.
2. How has the Indian retail shopper changed? What developments in retail have come about as a consequence of changed shopper?
3. What developments are taking place in Indian retail property? What problems are likely to arise due to the rapid and unplanned development?
4. Discuss the principles of store design. What elements should be considered while designing the store?
5. What legal issues are involved in sourcing of merchandise from domestic and international markets?
6. Discuss in detail the process of merchandise planning in retail.
7. Discuss the importance of HR in retail. What decisions are taken related to human resource management in retail?
8. What is the need of technology in retail? Elaborate the cases of two companies which succeed with the usage of technology.