



**ECGS**  
**EDUCATION**

## **Practice Questions BRL-101 (Overview of Retailing)**

1. Discuss the evolution of retail formats from traditional kirana stores to modern retail formats like supermarkets and e-tailing. Highlight the factors influencing this transformation.
2. Explain the concept of consumer behavior in retailing. Discuss the psychological and sociological factors that influence consumer purchasing decisions.
3. Elucidate the role of technology in modern retailing. Discuss how technologies like RFID, POS systems, and e-commerce platforms have transformed retail operations.
4. Discuss various retail pricing strategies such as penetration pricing, skimming pricing, and psychological pricing. Provide examples of retailers employing these strategies.
5. Explain the importance of visual merchandising and store layout in attracting customers. Discuss how effective store design can enhance the shopping experience.
6. Define franchising in the retail context. Discuss the advantages and disadvantages of franchising for both franchisors and franchisees.
7. Discuss the components of a retail supply chain. Explain how efficient supply chain management contributes to the success of retail businesses.
8. Identify and discuss the legal and ethical issues faced by retailers. Explain how retailers can address these issues to maintain compliance and ethical standards.
9. Explain the concept of retail marketing communication. Discuss the various tools and techniques used by retailers to communicate with customers.

10. Discuss the emerging trends in global retailing, such as Omni channel retailing, sustainable retailing, and the impact of globalization on local retail businesses.
11. Discuss the nature and scope of retailing. Explain its role in the distribution channel.
12. Provide examples of each and discuss the growth of organized retail in India.
13. Describe the advantages and challenges associated with electronic retailing.
14. Explain how retailers add value for customers and manufacturers.
15. How do product, price, place, promotion, personnel, and presentation affect retail strategy?