

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES) (BBARS)**

**Term-End Examination**

**December, 2013**

**BRS-023 : RETAIL ECONOMICS AND SPACE  
PRODUCTIVITY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions.*

1. (a) What is a profit and loss statement of a retailer ? 20  
(b) What is its importance to a retailer ?  
(c) In what way GST is superior to the prevailing taxes paid by a retailer ?  
(d) Discuss the impact of octroi tax on a retailer in India.
2. (a) What is a contribution margin for a retailer ? 20  
(b) How it is different from the net income of a retailer ?  
(c) If an asset such as an air-conditioning plant is purchased for 20 Lacs and depreciation is charged at 10% per annum. Then calculate 'Written Down value Method' of the depreciation.
3. (a) What is manpower planning in retail ? 20  
(b) Discuss the process of manpower planning in a retail organization.  
(c) Explain the importance of manpower planning in a retail organization.

4. (a) What do you understand by the term store layout ? List various types of store layout with examples. 20
- (b) What are the objectives of using signage, lighting and music in a retail store ?
5. Discuss the measures used commonly for measuring the performance of retail store and space. What is space planning ? Write a note on SAS Space Planning. 20
6. (a) Illustrate the role of advertising and promotion cost in the total expenditure of a retail store. 20
- (b) Elucidate the various objectives of advertising and promotion.
- (c) Suppose a car is purchased at RS 3,20,000 and the business expects to use the vehicle for 8 years. Suppose the residual value is expected at Rs 80,000. Find the amount of depreciation for the car.
7. Discuss the steps to improve the retail sales. What is retail margin ? How it is calculated ? 20
8. Write short notes on **any four** : 20
- (a) Retail Planogram
- (b) Average selling price of a retailer
- (c) Luxury tax on a retailer
- (d) Personal selling as a tool of sales promotion for a retailer
- (e) Pricing strategy of a retailer
- (f) Visual Merchandizing
-