

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

Term-End Examination

December, 2013

**BRS-025 : RETAIL BEHAVIOUR (PROCESSES
AND FLOOR MANAGEMENT)**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. How a good housekeeping can enhance a store's image ? Explain 'clean as you go' procedures. **20**
2. 'A retailer can gain strategic advantage through good customer service' - Justify. How CRM can add value to the offerings made by a retailer ? **10+10**
3. Explain different training programs generally needed for retail operation team. What are the attributes needed for a retail store manager to manage and handle a big team ? **10+10**
4. (a) Why does a store needs review and control mechanism ? **10+10**
(b) What are the different review techniques ? Explain each of them.

5. (a) What is the role of 'atmospherics' in retail product display ? **10+10**
(b) Explain plannogram and its utility in retail store.
6. What are the different types of loss experienced by a store ? How they can be prevented ? **20**
7. What do you mean by floor management and how it is significant in retail ? **20**
8. What is the significance of merchandise handling in retail store operation ? **20**
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