

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

Term-End Examination

December, 2015

**BRS-019 : RETAIL MARKETING AND VISUAL
MERCHANDISE**

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*

1. What is meant by store ambience ? Explain in detail the elements to be taken care before finalising a store ambience. **20**
2. Explain in detail the retail management decision process with suitable example. **20**
3. Does the customer buying process end when a customer buys some merchandise ? Explain your answer. **20**
4. Choose a retailer and describe how it has developed a competitive strategic advantage. **20**
5. (a) How would you evaluate a site for locating a retail store ?
(b) Discuss factors associated with specific location that retailers consider while choosing a location. **10+10=20**

6. Describe the concepts of In-store Merchandise Presentation for home fashion and furniture and homeware accessories. **20**
7. Discuss various types of retail formats with suitable examples. **20**
8. Write short notes on the following : **4x5=20**
- (a) Sales promotion
 - (b) Segmentation
 - (c) Franchising in retailing
 - (d) Careers in retailing
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