

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

**Term-End Examination**

**December, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :**     *Attempt **any five** questions. All questions carry equal marks.*

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1.    (a)    Discuss the measures used for measuring the performance of retail store and space.  
      (b)    What is space planning ? Discuss SAS space planning. **10+10**
  
2.    (a)    What do you understand by the term Store Layout ? List various types of Layout with examples.  
      (b)    Discuss the objectives of using signage, lighting and music in a retail store. **10+10**
  
3.    (a)    Discuss the steps to improve the retail sales.  
      (b)    What is retail margin ? Explain how it is calculated. **10+10**
  
4.    What do you understand by the term retail planogram ? Why do planograms differ from store-to-store ? Explain. **20**

5. Why is it essential for a retailer to understand the tax and regulatory framework before entering into the retail business ? Illustrate the impact of taxation on economy and society. 20
6. (a) Explain the various objectives of manpower planning in retail.  
(b) Discuss the impact of octroic tax on a retailer in India. 10+10
7. (a) Illustrate the role of advertising and promotion cost in the total expenditure of a retail store.  
(b) A car is purchased at ₹ 6,40,000/- and will be used for 8 years. If the residual value of car expected is ₹ 1,60,000/-, determine the amount of depreciation in the cost of car. 10+10
8. Write short notes on the following : 20
- (a) Visual merchandizing  
(b) Opportunity cost  
(c) Break-even point  
(d) P and L statement
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