

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

**Term-End Examination**

**December, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Answer **any five** questions.*

*(ii) All questions carry **equal** marks.*

1. 'Merchandise handling is the most critical job in retail operation.' Justify with suitable examples. 20
2. What is MPM ? What is its significance in retail ? Describe the different product display techniques adopted by retailers. 20
3. What are the different control mechanisms needed for a store operation ? Why are they necessary ? Discuss. 20
4. What do you mean by floor management ? How floor management is significant in retail ? 20
5. 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 ? 20

6. (a) 'A retailer can gain strategic advantage through good customer service.' Justify.  
(b) How CRM can add value to the offerings made by a retailer ? **10+10**
7. How a good housekeeping can improve a store's image ? Explain 'clean as you go' procedure. **20**
8. Write detailed note on **any two** of the following : **10+10**  
(a) Plannogram and its utility in retail store  
(b) Tagging  
(c) Managing retail operation team
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