

**ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

December, 2015

00475

**BRL-011 : RETAIL OPERATIONS AND STORE
MANAGEMENT - II**

Time : 2 hours

Maximum Marks : 50

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

1. Explain the marketing implications of high and low involvement product categories. **10**
2. Explain the term 'CRM'. What are the benefits of customer loyalty and CRM Programmes ? **3,7**
3. What do you mean by 'Asset management'. Describe the important financial parameters for assessing retail business. **3,7**
4. State objectives for a retailers with respect to the Balanced score card, perspectives as described by David Walters and Jack Hanrahan. **10**
5. Explain briefly the following terms used in retailing : **2x5=10**
Point-of-purchase, Visual display, Tag,
Net landed cost, Store image,

6. Comment on **any two** of the following : **5x2=10**
- (a) Prices will remain the same for a particular season and will not change even if there are changes.
 - (b) Retailers also have to deal with products which need special selling skills
 - (c) Inventory Management is the heart of store operation.
7. Distinguish between **any two** of the following : **5x2=10**
- (a) Management barrier and Resource barrier.
 - (b) Demand oriented pricing and cost-oriented pricing.
 - (c) Hardline fixtures and softline fixtures.
8. Write the short notes on **any two** of the following : **5x2=10**
- (a) Channel constraints
 - (b) Exclusive dealing
 - (c) Minimum price laws.
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