

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

Term-End Examination

December, 2017

00934

**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. What do you mean by high involvement product? Explain its marketing implications with suitable examples. 3+7
2. Why CRM is regarded an iterative process? Explain the process of CRM in retailing. 2+8
3. What are the elements of retail promotion mix? Discuss any two elements with examples. 3+7
4. What is store designing? Discuss the elements that constitute a store design. 3+7
5. Define a merchandise plan? Explain the criteria for selection of merchandise sources. 3+7
6. What is meant by Personal Selling? State its advantages and disadvantages thereof. 3+7

7. Distinguish between the following : 5+5
- (a) Hardline and softline fixtures
 - (b) Central Business District and secondary Business District.
8. Write short notes on **any two** of the following : 5+5
- (a) Magnitude of expenditure
 - (b) Financial leverage
 - (c) Outsourcing
 - (d) Vendor Negotiation
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