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ADVANCED DIPLOMA IN RETAILING / BBA IN RETAILING

Term-End Examination

December, 2018

BRL-011 : RETAIL OPERATIONS AND STORE MANAGEMENT - II

Time : 2 hours

Maximum Marks : 50

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

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1. Discuss the influence of demographics, Lifestyle and stages in Lifecycle in Customer Buying Behaviour in Retail with examples. 10
 2. List various types of Location in Retail. Explain any two types of Location with examples. 2,8
 3. As a Retail Store Manager suggest various promotional objectives. 10
 4. As a Manager of Garments Retail Store, develop a Balance Scorecard for your organisation. 10
 5. Explain important Financial Parameters for Assessing Retail Business. 10
 6. What is store planning ? What are the various types of spaces required in store planning ? 3+7
 7. Discuss any five Legal issues in pricing and promotion influencing Retail Business. 10
 8. Discuss the factors involved in Store Layout Management with examples. 10
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