

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

Term-End Examination

December, 2021

**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 is Human Resource Compensation ?
Explain the different types of compensation plans. 3+7=10
2. Explain the term 'Category Management'.
Elaborate its eight step process. 4+6=10
3. What are 'public relations' ? How are they different from personal selling ? 5+5=10
4. What is customer loyalty ? Explain the role of customer service in building customer loyalty. 4+6=10

5. Write short notes on any **two** of the following : $5+5=10$
- (a) Fringe Benefits to Retail Employees
 - (b) Floor Plan
 - (c) In-store Merchandise Handling
 - (d) Social Influences on Consumer Behaviour
6. Distinguish between any **two** of the following : $5+5=10$
- (a) Interior Design and Lighting Design
 - (b) Gross Profit and Net Profit after tax
 - (c) Central Business District and Secondary Business District
7. Explain the importance of 'Asset Management' in Retail. Cite six financial parameters and ratios to support your answer. $4+6=10$
8. Explain the importance of planning for Human Resources in retail. Mention its process. $5+5=10$
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