

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

Term-End Examination

June, 2017

00511

**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. When does the consumer go for a high level of pre-purchase search ? Discuss the strategies to be adopted for improving consumer involvement. **4+6**
2. What is an isolated store ? State its advantages and disadvantages giving suitable examples. **2+4+4**
3. Differentiate between the following : **5+5**
 - (a) Expressed and Implied warranties.
 - (b) Time based demand and Place based demand.
4. What are balanced score cards ? Explain their importance in retailing. **3+7**

5. What is Category Management ? How does it impact various organisational functions ? 3+7
6. What do you mean by store design ? Discuss the elements that constitute store design. 3+7
7. What is meant by Human Resource Planning ? Discuss the process of Human Resource Planning in retail. 3+7
8. Write notes on **any two** of the following : 5+5
- (a) Ethics in Retailing
 - (b) Fringe benefits to retail Employees
 - (c) Factors effecting retail price strategy
 - (d) Government and Retail Pricing
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