

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

Term-End Examination

June, 2018

**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 with diagram the concept of hierarchy of social influence on consumer behaviour. 10
2. What do you mean by Customer Services ? Explain the features of a good quality service ? 3+7
3. Explain the decision process of site selection in retail. 10
4. Discuss various types of fixtures used in Retail Stores. 10
5. Explain the elements of store design with examples. 10
6. Write short notes on any two of the following : 5+5
 - (a) Unit stock planning
 - (b) Vendor Negotiations
 - (c) Process of Merchandise planning
7. Discuss the major pricing actions taken by a retailer while implementing pricing strategy. 10

8. Differentiate between **any two** of the following : **5+5**
- (a) Bait and switch advertising and Deceptive advertising
 - (b) Circulation and grid types of space allocation planning
 - (c) Job description and Job specification
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