

ADVANCED DIPLOMA IN RETAILING/ BBA IN RETAILING

Term-End Examination

BRL-011 : RETAIL OPERATIONS AND STORE MANAGEMENT - II

Time : 2 Hours]

[Maximum Marks : 50

Note: Attempt any five questions.

All questions carry equal mass i.e. 10 marks.

1. Explain the term 'Customer Loyalty'? Discuss various factors affecting the customer loyalty. 3+7
2. Explain the decision making process of site selection in retail with relevant examples. 10
3. What are fixtures? Explain its types. 2+8
4. Discuss the merchandising plan. Explain unit stock pricing related to merchandising plan. 5+5
5. What do you understand by sales promotion in retail? Explain various types of retail sales promotions. 5+5



6. Write short notes on any two of the following: 5+5
- a. Customer Relationship Management
 - b. Average Customer Lifetime Value (ACLU)
 - c. Cost of goods (ACLV) sold.
7. Differentiate between any two of the following: 5+5
- a. Neighborhood business district and neighborhood business centre
 - b. Customary and variable pricing
 - c. Demand oriented pricing and cost oriented pricing.
8. Discuss the importance of Need, Attitude, Perception and Memory in influencing consumer behaviour in retail. 10

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