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BRL-011

**ADVANCED DIPLOMA IN RETAILING/
B. B. A. IN RETAILING (BBARL)**

Term-End Examination

June, 2023

**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.*

1. What is 'category management' ? Explain its advantages in retail operations. 10
2. What do you understand by the term store design ? Discuss its various elements. 3+7
3. Explain the factors which influence the customer loyalty. 10
4. Describe the factors for selection of site by the retailers with examples. 10
5. What is store layout ? Describe the various factors involved in store layout management ? 3+7
6. (a) Discuss the hierarchy of social influence on consumer-buying behavior. 5

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(b) Describe the influence of demographics on consumer behavior. 5

7. Write short notes on any *two* of the following :
5+5

(i) Customer services

(ii) Fixtures

(iii) Vender negotiations

(iv) Job specification

8. Distinguish between any *two* of the following :
5+5

(i) Advertising and Personal selling

(ii) Circulation and Grid space allocation planning

(iii) Vision Barriers and People Barriers

(iv) Central Business District and Unplanned Business District