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**BRL-007**

**ADVANCE DIPLOMA IN RETAILING /  
B. B. A. IN RETAILING (ADIR/BBARIL)**

**Term-End Examination**

**June, 2024**

**BRL-007 : STORE OPERATIONS-I**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. "Retailing is one of the pillars of Indian Economy." Explain the statement with the help of suitable examples. 10
2. What do you mean by Loyalty Programme ? Explain important characteristics of a good loyalty programme. 4+6
3. (a) Describe basic format of merchandise display. 5  
(b) Discuss important tips on merchandise display. 5

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4. Discuss the importance of store hygiene in post-covid times. 10
  
5. (a) Explain the benefits of standard operating procedures. 5  
(b) Discuss various transactional drivers in retail business. 5
  
6. Distinguish between any *two* of the following : 5+5
  - (a) Investigation and Detection
  - (b) Theft and Frauds
  - (c) Loyal Customer and Need Based Customer
  - (d) Soft Tags and Hard Tags
  
7. Write an explanatory note on asset utilization. 10
  
8. Write short notes on any *two* of the following : 5+5
  - (a) Training of employees in retailing
  - (b) POS machine
  - (c) Maintenance of space
  - (d) Break-Even Analysis

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