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**BRL-108**

**B. B. A. IN RETAILING  
(BBARIL)**

**Term-End Examination  
June, 2024**

**BRL-108 : RETAIL OPERATIONS AND STORE  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** *Attempt any **five** questions. All questions carry equal marks.*

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1. (a) How do demographics, life-style and stages in life-cycle influence consumers' decision-making ? 10
- (b) Loyalty has two facts—attitudinal and behavioral. Explain with example. 10
2. What do you mean by public relations ? What are the major objectives of public relations ? List out its advantages and disadvantages.

4+8+8

**P. T. O.**

3. What do you mean by RFM analysis ? Analyse customer information using RFM model. Give suitable examples. 5+15
4. Explain the following factors : 5+5+5+5
- (i) Consumer
  - (ii) Government
  - (iii) Manufacturer
  - (iv) Competitor
- Give suitable examples.
5. Throw a light on a brand shoppers stop. Discuss the functioning of shoppers stop in retail sector. 6+14
6. Comment on any *two* of the following : 10+10
- (a) Profit planning is done on the basis of profit and loss statements.
  - (b) Balance scorecards are management techniques which take into accounts the customer satisfaction, financial performance and business process.
  - (c) Customer retention is a tactfully driven approach.

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7. Distinguish between any *two* of the following :

10+10

- (a) High Involvement *vs.* Low Involvement Consumer Behavior
- (b) Advertising and Promotion
- (c) Job Description and Job Specification
- (d) Horizontal price fixing and Vertical price fixing

8. Write notes on any *two* of the following : 10+10

- (i) Stages in development of customer loyalty
- (ii) Community shopping centre
- (iii) Location and site evaluation
- (iv) Inventory management