

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

Term-End Examination

June, 2015

01180

**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. "Loyalty has two facets - attitudinal and behavioural." Elucidate the above statement. What are the factors influencing customer loyalty ? 5+5=10
2. Explain with the help of a suitable example 'Decision process for site selection'. 10
3. State the major objectives of Public Relations and state the advantages and disadvantages thereof. 2+4+4=10
4. Explain the concept of category management and state its benefits. 10
5. Explain briefly the following terms used in retailing : 2x5=10
 - (a) Score card
 - (b) Sales promotion
 - (c) Coupon
 - (d) Customer Pyramid
 - (e) Space Allocation

6. Comment on **any two** of the following : $5 \times 2 = 10$
- (a) In retail business outsourcing is being practiced extensively.
 - (b) Retailers have to handle retail categories at many different levels.
 - (c) Price war among hyper - stores is quite common.
7. Distinguish between **any two** of the following : $5 \times 2 = 10$
- (a) Vision barrier and People barrier
 - (b) Sound and Smell
 - (c) Credit and Cash transactions
8. Write short notes on **any two** of the following : $5 \times 2 = 10$
- (a) Price strategy
 - (b) Competency mapping
 - (c) Vertical price fixing
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