

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)**

**Term-End Examination**

**December, 2013**

**BRS-019 : RETAIL MARKETING AND VISUAL  
MERCHANDISE**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What do you understand by retailing ? What is the significance of it ? 20
2. What do you understand by multichannel Retailing ? Discuss its important role in the retail sector. 20
3. What are major factors considered while finalizing location of a Retail store ? Give example. 20
4. Give examples of different types of shopping centres. Also discuss various factors need to be considered while designing a retail store. 20
5. What are different pricing strategies being adopted by retailers these days ? Give suitable example. How effective pricing can increase sales ? Explain. 20

6. What is the role of visual merchandising in Store ? Explain different presentation techniques used by retailers. 20
7. (a) Explain the importance of CRM in retailing.  
(b) Benefits of supply chain management. **10+10=20**
8. Write short notes on **any four** of the following :  
(a) Distribution centre **4x5=20**  
(b) Clearance merchandise  
(c) Brand Equity  
(d) Category Killer  
(e) Return on Assets (ROA)
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