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

**Term-End Examination
December, 2013**

**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. What do you mean by sales promotion ? Explain its advantages and disadvantages. **2+4+4=10**

2. Explain briefly the following terms used in retailing : **2x5=10**
 - Point of Sale
 - Interior Design
 - Wall Fixture
 - Shopping Centre
 - EDLP

3. What is Visual Communication ? Explain it's important elements. **5+5=10**

4. What do you mean by isolated stores ? Is it necessary to have a store at highway or a street ? Explain with reasons. 5+5=10
5. When does the consumer go for high level of pre-purchase search ? Explain with the help of a suitable example. 10
6. Comment on *any two* of the followings : 5x2=10
- (a) Vendor negotiation is the most essential part of vendor finalization.
 - (b) Balance Score card is a set of measures derived from an organizations's strategy.
 - (c) Retailer allows the same trade discount as it receives from the vendors.
7. Distinguish between *any two* of the following : 5x2=10
- (a) SBD and CBD
 - (b) Full-Service and Self-Service
 - (c) Merchandise On-Hand (OH) and Merchandise On Order (OO)
8. Write short notes on *any two* of the followings : 5x2=10
- (a) Floor Plan
 - (b) In-Store Merchandise Handling
 - (c) Publicity
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