

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

00400

**Term-End Examination
December, 2012**

**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 merchandise planning?
Explain their process involved in merchandise planning. **3+7**

2. What is advertising? Explain the need and advantages of advertising for a retail store. **2+8**

3. What do you mean by Balance Score Card?
Explain the relationship of Balance Score Cards with retail business. **4+6**

4. What is Human Resource Compensation? Explain the different types of compensation plans. **3+7**

5. Explain the following terms used in retailing: 2½x4=10
- (a) Price Strategy
 - (b) Shopping Mall
 - (c) Safety related laws
 - (d) Outsourcing
6. Comment on **any two** of the following statements:
- (a) Effective store design is the one that appeals to sight, sound, smell and touch. 5+5
 - (b) Visual communication includes different types of messages.
 - (c) One aspect of hierarchy of needs for the employee is that of social security
7. Distinguish between **any two** of the following: 5+5
- (a) Central Business District (CBD) and Secondary Business District (SBD)
 - (b) Cost Oriented Pricing and Demand Oriented Pricing
 - (c) Large retail store and small retail store.
8. Write short notes on **any two** of the following: 5+5
- (a) Customer Loyalty
 - (b) Fringe Benefits to Retail Employee
 - (c) Taxation laws relating to retailing.
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