

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

Term-End Examination

December, 2014

**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. State the types of customer service and explain the features of good Quality Services. **3+7=10**
2. Explain briefly the following terms used in retailing : **5x2=10**
 - Sales Promotion
 - Interior design
 - Wall Fixture
 - Shopping Center
 - EDLP
3. What do you mean by 'Store Design' ? Explain the important elements of Store Design. **4+6=10**
4. Explain the term "Merchandise Plan", and describe the different steps of merchandise planning ? **4+6=10**
5. What do you understand by the term "Ethical Retailing" ? Explain the three decisions areas of ethical behaviour in the retailing environment. **4+6=10**

6. Comment on **any two** of the following : **2x5=10**
- (a) Consumers associate high price with high quality.
 - (b) Return on net worth is an important factor in planning of assets.
 - (c) Inventory management is the heart of store operations.
7. Distinguish between **any two** of the following : **2x5=10**
- (a) Vision barrier and People barrier
 - (b) Demand Oriented Pricing and Cost Oriented Pricing
 - (c) Hard-line fixtures and Soft-line fixtures
8. Write short notes on **any two** of the following : **2x5=10**
- (a) Balanced Score Card
 - (b) Category Management
 - (c) Horizontal Price Fixing
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