

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

Term-End Examination

December, 2016

00245

**BRL-011 : RETAIL OPERATIONS AND STORE
MANAGEMENT - II**

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. (a) Discuss any three techniques of loyalty programs with examples. 6
 - (b) What are the features of a good quality customer service ? 4
 2. (a) List the factors to be considered for location and site evaluation in case of retail store. 5
 - (b) Explain types of planned shopping centres on the basis of 'extent of shopping area'. 5
 3. What is 'Category management' ? Explain its eight step process. 3+7
 4. What is 'Merchandise Planning' ? Explain the process of merchandise planning in brief. 3+7

5. Write short notes on **any two** of the following : 5+5
- (a) Personal selling and its process
 - (b) Sales promotion
 - (c) Ethical behaviour in retailer-employee relationship
 - (d) Customer Relationship Management
6. What do you understand by Space Allocation ? 2+8
Explain in brief types of spaces required in a retail store.
7. Why is planning of Human Resources important in Retailing ? Explain its process. 4+6
8. What are the legal constraints and issues a retailer has to face in case of pricing and promotion of products ? Discuss with examples. 10
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