

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

**Term-End Examination**

**December, 2022**

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

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** (i) *Attempt both Part A and Part B.*

(ii) *All questions carry equal marks.*

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**PART A**

- 1.** Distinguish between any **two** of the following : 5+5
- (a) Grid and Spine circulations
  - (b) Regional shopping centre and Community shopping centre
  - (c) Net sales and Net profit
  - (d) “Price advertising” and “Bait and Switch advertising”
- 2.** Write short notes on any **two** of the following : 5+5
- (a) Issues in pricing and promotion in retail
  - (b) Decision process for site selection
  - (c) Unit stock planning
  - (d) In-store merchandise handling

## PART B

Attempt any **three** of the following questions :

3. Define 'consumer behaviour'. Explain high involvement and low involvement consumer behaviour citing relevant examples of both. 4+6
  4. What is customer loyalty ? How is it different from customer retention and customer relationship management ? 3+7
  5. Explain 'store layout management'. Mention its various elements. 5+5
  6. What are the various screening and selection processes used by the retail organisations ? How do organisations motivate their retail employees ? 4+4+2
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