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BRL-011

**ADVANCED DIPLOMA IN RETAILING/
B. B. A. IN RETAILING (BBARL)**

Term-End Examination

December, 2023

**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.*

1. Explain the impact of demographics and lifestyle on the customer buying behaviour. Cite relevant example of each. 5+5
2. What is store planning ? Discuss the various types of spaces in retail. 3+7
3. Discuss major legal issues faced by a retailer in pricing and promotion aspects. 10
4. What is merchandise planning ? Explain its process. 4+6
5. What is Balance Score Cards ? Discuss its importance and relationship with retail organisation. 3+7

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6. What do you understand by 'Human Resource Compensation' ? Briefly mention various types of compensation plans. 3+7
7. Write short notes on any *two* of the following : 5+5
- (i) Visual communication
 - (ii) Customer loyalty
 - (iii) Demand oriented pricing
 - (iv) Secondary business district
8. Distinguish between any *two* of the following : 5+5
- (i) Unplanned business district and neighbourhood business district.
 - (ii) Cost oriented pricing and market oriented pricing
 - (iii) Credit transaction and cash transaction
 - (iv) Grid circulation and free flow circulation