

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

**Term-End Examination**

**June, 2012**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt any five questions. All questions carry equal marks.*

1. "Store Design is an important element as it helps in creating a distinctive and memorable store image." Explain this statement with the help of suitable examples. 10
2. What do you mean by customer loyalty ? State the factors that influence customer loyalty. 3+7
3. What do you mean by Category Management ? What are the various needs and benefits of Category Management ? 3+7
4. Explain the term "Retail Pricing" and the factors that affect the retail price of a product ? 3+7

5. Explain the following terms used in retailing :  $2\frac{1}{2} \times 4$
- (a) Grid
  - (b) Store Front Design
  - (c) REM Analysis
  - (d) Balanced Score card
6. Comment on *any two* of the following statements :  $5 \times 2$
- (a) Retailers need to be careful about shrinkage.
  - (b) Store Image would help in getting the consumer into the store.
  - (c) Retailers need to plan for visual display.
7. Distinguish between *any two* of the following :  $5 \times 2$
- (a) Planned Shopping Center and Unplanned Shopping Center
  - (b) Horizontal Price Fixing and Vertical Price Fixing
  - (c) Demand-Oriented Pricing and Cost-Oriented Pricing
8. Write short notes on *any two* of the following :  $5 \times 2$
- (a) Customer Relationship Management (CRM)
  - (b) Customer Service
  - (c) Store Layout Management
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