

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

00364

**Term-End Examination
June, 2013**

**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. What are the elements of a promotional mix ?
Explain each of these elements briefly. **2+8=10**

2. Explain briefly the following terms used in
retailing : **2x5=10**

• Visual Display	• Direct mail	• Personal Selling
• Balance Score card	• Depreciation	

3. What do you mean by Store Design ? Explain the
important elements of Store Design ? **3+7=10**

4. What do you mean by category management ?
Describe the eight step process in category
management. **4+6=10**

5. How outsourcing has gained importance in retailing ? Explain it with the help of suitable examples. 4+6=10
6. Comment on **any two** of the following : 5x2=10
- (a) Vertical price fixing occurs when manufacturer seeks to control the retail prices.
 - (b) Retailer needs to work in the current situation with variable mark-up policy.
 - (c) Loyalty is necessary for ensuring customer patronage.
7. Distinguish between **any two** of the following :
- (a) Reorder Period and Delivery Period 5x2=10
 - (b) Price Elastic and Price Inelastic
 - (c) Demand Oriented Pricing and Cost Oriented Pricing
8. Write short notes on **any two** of the followings : 5x2=10
- (a) Public Relations
 - (b) Customer Intimacy
 - (c) Human Resource Planning in Retailing
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