

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)**

**Term-End Examination**

**June, 2014**

**BRS-019 : RETAIL MARKETING AND VISUAL  
MERCHANDISE**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are the important factors involved while desinging a retail store ? Explain them in details. 20
2. What do you understand by consumer buying behaviour ? Give examples of different techniques used by retailer to influence the buying behaviour of the consumer. 20
3. How can you differentiate between advertising and publicity from the customer point of view ? 20
4. What are the important facfors considered, while space planning in a retail store ? Explain how better planning can increase sales ? 20

5. Define CRM. Which of the following will benefit most from instituting CRM : 20
- (a) Supermarket
  - (b) Bank
  - (c) Automobile dealer
- Justify your answer in each case.
6. What are different atmospheric factors of a retail store, which influence a customer ? Give suitable examples. 20
7. With the help of a suitable example, explain the process of developing retail communication program. 20
8. (a) What are different types of strategies of growth adopted by retailers ? 10+10
- (b) What do you understand by market segmentation ?
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