

00399

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

Term-End Examination

June, 2014

**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 do you mean by Vendor Negotiations ?
How does Negotiation of merchandise differ from
negotiation of space ? **2+8=10**

2. What are sales promotion objectives ? Explain its
advantages and disadvantages. **5+5=10**

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

• Visual Display	• Direct mail	• Point - of - Sale
• Balance Score card	• Depreciation	

4. What is Visual communication ? Explain its
important elements. **5+5=10**

5. Describe the factors that affect pricing in a retail
store. **5+5=10**

6. Comment on **any two** of the following : **5x2=10**
- (a) Balance Score card is a set of measures derived from an organization's strategy.
 - (b) Retailers use the usual trade discounts that it receives from the vendors.
 - (c) Retailer has to carefully study the characteristics of the traffic flow.
7. Distinguish between **any two** of the following :
- (a) Full - Service and Self - Service **5x2=10**
 - (b) Price Loyalty and Monopoly Loyalty
 - (c) Horizontal Price Fixing and Vertical Price Fixing
8. Write short notes on **any two** of the following :
- (a) Unit Stock Planning **5x2=10**
 - (b) Customer Pyramid
 - (c) Outsourcing
-