

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

Term-End Examination

June, 2016

00412

**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. Discuss the steps involved in the decision making process by a customer for a high involvement product. Explain with suitable examples. 10
2. Explain the complete decision making process of 'site selection' in case of retail. 10
3. Elaborate the elements of merchandise presentation. What role do 'Fixtures' play in it? Discuss with examples. 6+4
4. What is retail promotion mix ? What are the different medicines available to the retailers ? Discuss them in brief. 3+7
5. What is Visual Merchandising ? What role do Point of Sales (PoS) play in Visual Merchandising ? Discuss with examples. 3+7

6. What is 'category management' ? Discuss the same in case of Pantaloons. **4+6**
7. Write short notes on **any two** of the following : **5x2=10**
- (a) Ethical Retailing.
 - (b) Sources for recruiting sales personnel.
 - (c) KRAs in 'performance evaluation'.
 - (d) Merchandise Display Planning.
8. What are the various factors affecting 'retail pricing' ? Discuss any two methods of retail pricing. **6+4**
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