

No. of Printed Pages : 2

BRL-011

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

**Term-End Examination, 2019**

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

Time : 2 Hours]

[Maximum Marks : 50

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

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1. Explain the concept of Store Planning and explain its elements in brief. Also state the types of spaces required in a retail store. [2+4+4=10]
  
2. What is Promotional Mix ? Explain and state its elements. [2+8=10]
  
3. What do you mean by 'Store Design' ? Elaborate its elements. [3+7=10]
  
4. Write a brief note on a Human Resource Compensation and explain the various types of Compensation Plans. [3+7=10]

5. Explain the technique of Visual Communication and its important elements. [5+5=10]

6. Write short notes on **any two** of the following : [5+5=10]

(a) Planning for Profits

(b) Outsourcing

(c) Financial Leverage

(d) Factors affecting pricing in a Retail Store

7. Distinguish between **any two** of the following : [5+5=10]

(a) High Involvement and Low involvement consumer behaviour

(b) Customer Retention and Customer Loyalty

(c) Customary Pricing and Variable Pricing

(d) Balanced Score Card

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