

B. B. A. IN RETAILING

(BBARL)

Term-End Examination

June, 2022

**BRL-11 : RETAIL OPERATION AND
STORE MANAGEMENT-II**

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

(iii) *Read the questions carefully before answering.*

1. What is Customer Service ? Explain its types.
Mention features of a good customer service.

2+3+5

P. T. O.

2. What is Inventory Management ? Explain how is it different from cash management. 3+7
3. “Selection of merchandise source and vendor negotiations are critical in merchandise planning.” Comment. 10
4. What is ‘Retail Promotion Mix’ ? Explain its elements by giving suitable examples of each. 4+6
5. What is category management ? Explain its process. 4+6
6. Differentiate between any *two* of the following : 5+5
 - (a) Demand oriented pricing and cost oriented pricing
 - (b) Lighting store design and store-front design.
 - (c) Grid circulation and freeflow circulation
 - (d) Horizontal and vertical price fixing

[3]

7. Explain Human Response Compensations. Explain its various types with suitable examples. 3+5+2

8. Write short notes on any *two* of the following :

5+5

- (a) Visual merchandising
- (b) Source of recruitment of retail employees
- (c) Balanced scorecard
- (d) Advantages of personal selling