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**BRL-011**

**ADVANCE DIPLOMA IN RETAILING /**

**B. B. A. IN RETAILING**

**(DRL/BBARL)**

**Term-End Examination**

**June, 2024**

**BRL-011 : RETAIL OPERATIONS AND STORE**

**MANAGEMENT-II**

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) *All questions carry equal marks.*

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

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1. Define 'Consumer Behaviour'. Explain the consumer decision-making for the product category. 3+7=10

**P. T. O.**

2. What is Customer Relationship Management ?  
Describe the process of CRM. 3+7=10
3. Explain how a retailer chooses a 'store location'. 10
4. Explain the decision-making process for site selection. 10
5. What are the uses of 'Category Management' ?  
Explain its 8-step process. 5+5=10
6. Explain the process of developing a retail price strategy. 10
7. Write short notes on any *two* of the following : 5+5=10
- (a) Impact of demographics on consumer behaviour
  - (b) Stages in loyalty development
  - (c) Customer LTV

**[ 3 ]**

8. Differentiate between the following :  $5+5=10$

(a) Customer retention and Customer loyalty

(b) Neighbourhood business district and  
Secondary business district