

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

June, 2015

00391

**BRS-025 : RETAIL BEHAVIOUR
(PROCESSES AND FLOOR MANAGEMENT)**

Time : 3 hours

Maximum Marks : 100

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

1. Explain the merchandise handling in retail store operation. Discuss the significance of merchandise handling in retail store operation. 20

2. What are the different types of losses experienced by a retail store ? How can they be prevented ? 20

3. (a) Why does a store need review and control mechanism ? Discuss.
(b) What are the different review techniques ? Explain them in brief. 10+10

4. (a) What is the role of 'atmospherics' in retail product display ?
- (b) Describe planogram. Discuss its utility in a retail store. 10+10
5. Why is information system important in retail business ? Discuss the benefits of information systems in retail business. 20
6. (a) During normal store operations, what are the routine tasks of the house-keeping ? Discuss their importance in retail operation.
- (b) What are the different training programmes essential for a new staff joining a retail operation team ? 10+10
7. What are the different types of tagging ? How are they helpful in retail operation ? Why are they necessary ? 20
8. Write detailed notes on any *two* of the following : 10+10
- (a) CRM
- (b) Floor Management
- (c) MPM and its significance in Retail
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