

No. of Printed Pages : 2

BRL-011

ADVANCE DIPLOMA IN RETAIL/

B. B. A. IN RETAILING

(ADIR/BBARIL)

Term-End Examination

December, 2024

**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.*

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

1. Describe the impact of 'social influences' on Consumer Behaviour. Discuss various strategies for improving customer involvement.

3+7

2. Explain the process of 'site evaluation'. 10
3. Discuss the various factors influencing customer loyalty. 10
4. What is store layout management ? Explain how it improves space productivity. 3+7
5. What are categories in retail ? Explain the concept of 'Category Management'. 5+5
6. Discuss various factors affecting retail pricing. 10
7. Write short notes on any **two** of the following : 5+5
 - (a) Ethics in retailing
 - (b) RFM analysis
 - (c) Consumer pyramid
8. Distinguish between the following : 5+5
 - (a) Isolated store and Central Business District
 - (b) Loop and spine floor circulation

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