

No. of Printed Pages : 3

**BRL-011**

**ADVANCE DIPLOMA IN  
RETAILING/BBA IN RETAILING  
(ADIR/BBA)**

**Term-End Examination  
December, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) *Attempt both Parts : Part-A and  
Part-B.*

(ii) *All questions carry equal marks.*

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**Part-A**

1. Write short notes on any *two* of the following : 2×5=10
- (a) Social influence on consumer behaviour
  - (b) Customer relationship management
  - (c) Retail fixtures
  - (d) Visual communication

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2. Differentiate between any *two* of the following : 2×5=10
- (a) Demand oriented pricing and cost oriented pricing
  - (b) Implied warranties and expressed warranties
  - (c) Circulation and grid type space allocation planning
  - (d) Time based demand and place based demand

### **Part-B**

Attempt any *three* of the following questions :

3. “There is a difference between a satisfied customer and a loyal customer.” Comment on this statement citing various factors influencing customer loyalty. 3+7=10
4. Explain the term ‘Customer Service’. Discuss its various types. What are the features of a good customer service ? 2+2+6=10

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5. Why is Human Resource Planning important in the retail industry ? Discuss the process of human resource planning.  $5+5=10$
6. Explain 'Store Design'. What are the elements of a good store design ?  $4+6=10$
7. What is 'Inventory Management' ? How is it related with Assets Management ? Discuss.  $5+5=10$

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