

No. of Printed Pages : 3

**BRL-011**

**ADVANCE DIPLOMA IN RETAILING/**

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

**(ADIR/BBARIL)**

**Term-End Examination**

**June, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

---

***Note :*** *Attempt both Part A and Part B. All questions carry equal marks.*

---

**Part-A**

1. Write short notes on any *two* of the following : 5×2=10
  - (a) In-store merchandise handling
  - (b) Customer Lifetime Value
  - (c) Balanced Score Card
  - (d) Vendor Negotiations

2. Differentiate between any *two* of the following : 5×2=10

- (a) Job Description and Job Specification
- (b) Horizontal Price Fixing and Vertical Price Fixing
- (c) Bait and Switch Advertising *vs.* Deceptive Advertising
- (d) Hard line and Soft line fixtures

### Part-B

**Note :** Attempt any *three* of the following questions.

3. Explain why and when a consumer goes for a 'high level pre-purchase research'. Mention various strategies for improving consumer involvement. 4+6
4. Explain the term 'Merchandise Planning'. Elaborate the Merchandise Planning process. 10

5. What is 'Site Selection' ? Mention various factors evaluated by the retailers for site selection. 10
6. Explain the importance of selecting a right 'Promotion Mix' to a retailer. Discuss the elements of a good promotion mix. 4+6
7. What are Public Relations ? Mention *four* differences between Public relations and Personal selling. 6+4

x x x x x