

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

Term-End Examination

June, 2026

**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.

-
1. What is 'Category Management' ? Explain its process citing suitable example. 3+7
 2. (a) Discuss the techniques of loyalty programs. 6
(b) What are the features of a good quality customer service ? 4
 3. What do you understand by Space Allocation ? Explain in brief types of spaces required in a retail store. 2+8

4. Differentiate between the following : 5+5
- (a) Hardline and Softline Fixtures
 - (b) Retailer's advertising strategies and manufacturer's advertising strategies
5. Write a note on Human Resource Compensation. Explain the various types of Compensation Plans. 3+7
6. Discuss the factors involved in Store Layout Management citing suitable example. 10
7. Explain the need and advantages of advertising in a retail store. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) In-store Merchandise Handling
 - (b) Social Influences on Consumer Behaviour
 - (c) Customer Loyalty
 - (d) Source of recruitment of retail employees

× × × × ×