

2055

B. Voc. (Retail Management) FYUP
Second Semester
BRM-201: Retail Stores Operations

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- a) What do you understand by Merchandising?
- b) State any two measures of the retail sales force.
- c) Explain objectives of material handling.
- d) What are the objectives of good store design?
- e) What do you understand by retail supply chain management? (4x4)

UNIT - I

- II. Critically evaluate the pricing strategies followed in retail sector. (16)
- III. Explain the significance of retail supply chain management. (16)

UNIT - II

- IV. What are the points to be considered for designing a good store layout? (16)
- V. 'Visual merchandising is the art of displaying merchandise in a store to attract customers and increase sales'. Throw some light on the principles used in visual merchandising. (16)

UNIT - III

- VI. What are the duties and responsibilities of store manager? (16)
- VII. Discuss factor influencing mall establishments. (16)

UNIT - IV

- VIII. Write short notes on the following:-
 - a) Quick Response System
 - b) Methods of evaluation of store employees (16)
- IX. What is the selection process of manpower in retail industry? (16)

x-x-x