

2056

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) Differentiate between the store layout and design.
- b) What are the objectives of good store design?
- c) Discuss factors influencing mall establishments.
- d) Write a note on quick response system.
- e) What are store records? Why are they important in retail stores?
- f) Significance of supply chain management in retailing? (4x4)

UNIT - I

- II. What are the factors that a retailer needs to take into account while choosing a location for retail store? (16)
- III. What is the role of pricing in retail? Explain the various factors affecting pricing decisions of retailers. (16)

UNIT - II

- IV. Discuss different types of store layout designs. (16)
- V. What do you understand by visual merchandising? Discuss various visual merchandising techniques. (16)

UNIT - III

- VI. List down some of the activities undertaken by retailers to ensure security of the retail store. (16)
- VII. Define material handling in retail stores. Explain its objectives and importance in efficient store operations. (16)

UNIT - IV

- VIII. Explain the criteria that can be used for evaluating the performance of store employee. (16)
- IX. Discuss the importance of proper recruitment and selection in the success of retail store operations. (16)

x-x-x