

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

June, 2016

00119

**BRS-025 : RETAIL BEHAVIOUR
(PROCESSES AND FLOOR MANAGEMENT)**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions out of eight questions.
Marks are given against the questions.

1. Discuss the primary objectives of Good Floor Management and how they can be achieved. 20
2. What is merchandise presentation and how does it impact sales ? If shrinkage detracts from space productivity, then why don't retailers keep merchandise under lock and key and eliminate their emphasis on display ? Discuss. 10+10=20
3. What are the various activities that retailers have to do as a part of merchandise handling ? What is the psychology of merchandise handling and how is it used in retail settings ? 10+10=20

4. What are the activities of house-keeping that are performed in a retail business ? Why is house-keeping and floor maintenance given too much importance by the store planners ? Can these directly or indirectly influence the store performance ? Discuss with examples. $5+5+10=20$
5. What is the first moment of truth in retail business ? What are the pre-transaction, transaction and post-transaction customer services provided by a retail store ? How are they helpful in improving the customer satisfaction and their behavioural intention ? $5+10+5=20$
6. Retailing is a team effort and there are various types of teams which work together to discharge the services of retailing. Discuss what type of training can be provided to these teams to make them effective to handle store operations of retail. What strategies can be used to manage these teams ? $10+10=20$
7. What can be the control matrices that can be used to control the performance of employees at the time of monitoring store performance ? What types of controls and checks are used by the store planners to improve the retail behaviour ? Discuss with examples. $10+10=20$

8. Write short notes on any *four* of the following : 4×5=20

- (a) Importance of Sounds and Smells in Store Design
 - (b) Importance of Good Floor Management
 - (c) Use of Dummies in Product Display
 - (d) Visual Merchandising in Retail
 - (e) Loss Prevention Techniques in Retail Operation
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