

00509

BBA IN RETAILING

Term-End Examination

December, 2012

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions

(ii) All questions carry equal marks.

1. "Retail Business is still dominated by small family - run stores". Give your view with the help of real life scenario. **10**

2. Explain briefly *any two* of the following : **5+5=10**
 - (a) Customer Information system
 - (b) Evaluation of employee performance
 - (c) Important tips on merchandise display.

3. Explain the challenges of space management and the key features of a space management software. **4+6=10**

4. (a) What do you mean by the promotion of a product in a retail store ? $4+6=10$
- (b) Why is promotion considered important in a retail store ?
5. What do you mean by system frauds ? Explain the philosophy behind anti-theft security system. $5+5=10$
6. Explain the following terms : $2\frac{1}{2}\times 4=10$
- (a) E - tailers
- (b) Speciality stores
- (c) Department stores
- (d) Category specialist.
7. Distinguish between *any two* of the following : $5+5=10$
- (a) Task manager and work force manager
- (b) Straight line method and written down value method of depreciation
- (c) Deactivators and Detachers
8. Write short notes on *any two* of the following. $5+5=10$
- (a) Store walk
- (b) Compensation plans for retail employees
- (c) Mail-job responsibilities
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