

01581

BBA IN RETAILING

Term-End Examination

June, 2012

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

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- Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*
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1. What is the importance of organisation structure in Retail ? Explain the important tasks performed in a retail firm. 4+6=10

2. Explain briefly *any two* of the following. 5+5=10
 - (a) Principles followed while doing recruitment.
 - (b) Advantages of centralised warehouse.
 - (c) Concept of 'space mix'

3. Discuss the significance of at least five different 10 assets in a retail store and the care and maintenance needs to be taken for these assets.

4. (a) What are the ways of preventing thefts and frauds in a retail store **5+5=10**
(b) Explain the basic role of a cashier at the cash counter of a Retail store.

 5. List at least Ten important points of cleanliness that will impress the customer when they visit 'mall' or a retail store. **10**

 6. Define standard operating procedure (SOP), and explain the process there of. **4+6=10**

 7. Distinguish between *any two* of the following. **5+5=10**
 - (a) Impulse customer and Need-Based customer.
 - (b) Return on space and Maintenance of space.
 - (c) Soft Tags and Hard Tags.

 8. Write short notes on *any two* of the following. **5+5=10**
 - (a) Psychographics segmentation.
 - (b) Credit card.
 - (c) Merchandise management.
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