

01643

BBA IN RETAILING

Term-End Examination

June, 2014

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. "Store operations provide an excellent overview of the organisation, functions and concerns of the store operations in a modern retail organisation". Explain. 10

2. Explain briefly the following concept used in retailing with suitable examples. 3+3+4=10
 - (a) Logistics
 - (b) Right Ambience
 - (c) Supply Chain

3. Explain the term "depreciation on assets" and the methods of calculating depreciation with examples. 4+6=10

4. What do you mean by Electronic Article Surveillance (EAS) ? Explain the benefits of EAS. 5+5=10

5. "The objective of the retailer is to display and sell products to realise a fair Return-on-investment (ROI)". Explain. 10
6. Comment on **any two** of the following : 5+5=10
- (a) Retail Business must determine what profit they want to earn and what strategy suits their style.
 - (b) Retail is a challenging business.
 - (c) Payment process is anticipated or displaced outside the stores.
7. Distinguish between **any two** of the following :
- (a) Organised and Unorganised store. 5x2=10
 - (b) Sales per Employee and Sale per Transaction.
 - (c) Resultant Driver and Tactical Driver.
8. Write short notes on **any two** of the following :
- (a) Point of Sale 5x2=10
 - (b) E-commerce
 - (c) Customer Matrix
 - (d) Cash Management
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