

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-018 : RETAIL OPERATION-I

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry equal marks.*

1. Describe the differences between manufacturing and service organization in detail. **10**
2. What is the importance of operation management in an organization ? **10**
3. What do you understand by S.O.P. ? Describe the benefits of writing S.O.P.'s. **10**
4. Describe the standard operating procedure for the following (*any two*) **2x5=10**
 - (a) Merchandise Maintenance.
 - (b) Goods Receipt Guidelines.
 - (c) Petty Cash expenses Guidelines.

5. Describe the job description for the following. 5x2=10
(*any two*)
- (a) Area Manager.
 - (b) Floor Manager.
 - (c) Customer Care Associate.
6. Mention the major areas where a store manager can concentrate to improve the store performance. 10
7. Describe the Hierarchy of a retail store in detail. 10
8. What are the problems a staff faces at a retail store in today's working scenario? 10
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