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**BRL-007**

**ADVANCE DIPLOMA IN RETAILING /  
B. B. A. IN RETAILING (BBA/ADIR)**

**Term-End Examination  
December, 2023**

**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 do you mean by Store Operation Management (SOMS) ? Explain its perspective with relevant examples. 5+5
2. How do customers evaluate service quality of a retail store ? Discuss. 10
3. Discuss briefly on the following : 5+5
  - (a) Manpower Planning in Retailing
  - (b) Return on Assets

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4. What do you mean by merchandise costs ? Also discuss basic formats for merchandise display. 4+6
5. As a store manager, suggest some guidelines for successful space management in a store. 10
6. (a) What are the steps involved in establishing standard operating procedures in a retail store ? 5
- (b) Briefly explain the transaction matrix. 5
7. Explain the qualities of a good cashier. 10
8. Write short notes on any *two* of the following : 5+5
- (a) Sales promotion
- (b) Personal selling
- (c) Hypermarket
- (d) Preventing thefts and frauds

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