

00292

BBA IN RETAILING

Term-End Examination

June, 2016

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. What are the major responsibilities of a store manager ? Explain in brief. 10
 2. Define the retail customer. Explain the different types of retail customers. 3+7
 3. What do you mean by organisational structure ? Discuss the organisational structure of a large retail firm. 4+6
 4. Explain the concept of inventory shrinkage and the major sources of shrinkage in a retail store. Explain. 2+8
 5. Explain the different methods of calculating returns on assets with suitable examples. 10

6. What are the important drivers in retail trade ? **4+6**
Explain and state the important factors that influence the drivers.
7. Describe the basic roles of a cashier. Explain the **4+6**
qualities of a good cashier.
8. Write short notes on **any two** of the following : **5+5**
- (a) Contemporary retail format
 - (b) Merchandise display
 - (c) Break-even analysis
 - (d) Benefits of an EAS
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