

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

**Term-End Examination**

**December, 2013**

**BFW-018 : RETAIL OPERATION-I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions.*

*All questions carry equal marks.*

1. Describe the Input/Output process for the following : 10  
(a) University  
(b) Restaurant  
(c) Railway  
(d) Bank
2. What is the importance of operations management in an organization ? 10
3. What do you understand by S.O.P.S. What is the purpose of writing S.O.P.S. ? 10
4. Describe the standard operating procedures for the following : 5+5=10  
(a) Goods Receipt guidelines  
(b) Petty Cash expense guidelines
5. Describe the job description of following : 5+5=10  
(a) Team Leader  
(b) Area Manager

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6. Mention major areas where store manager can concentrate to improve store performance. 10
  7. What do you understand by space management in a retail store ? 10
  8. What are some of the problems a staff faces in a retail store ? 10
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