

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

Term-End Examination

December, 2012

MRS-017 : STORE MARKET OPERATIONS

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Most of the Organized Retailers work on the model of "plan → Buy → Move → Sell" to maintain their smooth flow of operations. Explain this model with relevant examples. 20

2. What are the various facilities and value added services (VAS) offered to customers in an organised large retail format ? What is the importance of "VAS" in a retail store ? 20

3. Discuss the various cost control measures that could be adopted for manpower, electricity, repairs and maintenance, and printing and stationery of a large format retail outlet. 20

4. What are the various functions and responsibilities handled by the front end and back end commercial executive of a large format retail outlet ? Discuss in detail. 20
 5. What are the possible disaster situations that can occur in a retail store ? Explain in brief the procedure of handling such situations. 20
 6. Furnish the various reasons why shrinkage is harmful for the retailers. What are the different ways of preventing shrinkage in a retail outlet ? 20
 7. "Visual Merchandising is at its best when it works like a silent seller". Justify this statement with relevant examples. What are the responsibilities of a Store Visual Merchandiser ? 20
 8. What are the various steps in preparing a staff roster in a retail outlet ? What are the aspects one should keep in mind, while preparing a staff roster ? 20
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