

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

00800

**December, 2014**

**BRS-017 : RETAIL OPERATIONS MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Why has 'organised retail' assumed high importance in today's context ? Discuss. 20
2. Briefly describe the 'unorganised retail' in organised retail. 20
3. Space utilisation is of utmost importance in retail stores. Explain. 20
4. What are the pillars of retail services ? 20

- 5.** Briefly describe 'merchandise management' and its importance in store operations. 20
- 6.** 'Promotion can play a vital role in the increase of sales.' Describe in detail. 20
- 7.** Briefly describe the factors of the following : 20
- (a) Shrinkage
  - (b) Security surveillance is a lost addition in the store
  - (c) Shop manager plays a vital role
  - (d) Broker service can make/break a retail store
- 8.** What areas can save cost in the running of stores operation ? 20
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