

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2014**

00409

**BFW-018 : RETAIL OPERATIONS – I**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any **seven** questions. All questions carry equal marks.*

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1. Describe in detail the difference between manufacturing and service organisations with the help of suitable examples. 10
  
2. What is the importance of operations management in an organisation ? 10
  
3. What do you understand by SOP ? Describe the benefits of writing SOP. 10
  
4. Describe the standard operating procedures for any *two* of the following : 10
  - (a) Merchandise Maintenance
  - (b) Goods Receipt Guidelines
  - (c) Petty Cash Expenses

5. Describe the job description of any *two* of the following : 10
- (a) Store Manager
  - (b) Floor Manager
  - (c) Team Leader
6. Mention the major areas where a Store Manager can concentrate to improve the store performance. 10
7. Describe the hierarchy of a retail store. 10
8. What are some of the problems that staff at retail outlet face in today's scenario ? 10
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