

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

Term-End Examination

December, 2015

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What is customer relationship management programme ? Describe one CRM programme that you have participated in as a customer. 20
2. Explain how an efficient supply chain system can increase a retailer's level of product availability and decrease its inventory management. 20
3. Discuss various steps in merchandise planning with suitable examples. 20

4. How would you detect and prevent shop-lifting in a retail store ? Give an example to support your answer. 20
5. “Creating an appealing store atmosphere is very important in a retail store.” In the light of the statement, discuss the various ways to make the atmospherics of the store appealing. 20
6. Discuss, how retail store operation is going to be one of the significant platforms for integrated planning. 20
7. Discuss the advantages and disadvantages of having a centralised warehouse. 20
8. Write short notes on the following : 4×5=20
- (a) Employee Theft
 - (b) Loyalty Programmes
 - (c) Merchandise Hierarchy
 - (d) Managing Displays
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