

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-018 : RETAIL OPERATIONS – I***Time : 3 hours**Maximum Marks : 70*

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

1. What is the importance of operations in any retail organization ? 10
2. Explain the importance of SOPs for any retail organization. 10
3. How are the performances of a team leader and a retail head measured in a retail firm ? Explain with suitable examples. 5+5=10
4. Describe the SOPs for any **two** of the following : 5+5=10
 - (a) Store opening
 - (b) Back store upkeep guidelines
 - (c) Maintenance of documents
5. Describe the sales and attendance reports in detail. 5+5=10

6. How can a Store Manager improve the store performance ? Explain with examples. 10
7. Discuss some common errors made during performance evaluation of employees in a retail store. 10
8. Describe the job descriptions for any *two* of the following : 5+5=10
- (a) Floor Manager
 - (b) Store Manager
 - (c) Team Leader
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