MFW-017

M.Sc. FASHION MERCHANDISING AND RETAIL MANAGEMENT (MSCFMRM)
Term-End Examination
December, 2015

MFW-017 : RETAIL OPERATIONS

Time : 3 hours   *Maximum Marks : 70*

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

1. Discuss the role of operations management in a retail organisation. *10*

2. What are the benefits of standard operating procedures (SOPs) for any retail firm ? *10*

3. Analyse the roles and responsibilities of a store manager of a retail store, with suitable examples. *10*

4. Discuss how retailers can reduce shrinkage for shop-lifting and theft. *10*

5. Analyse how the range of changes in society have impacted on retail industry, with suitable examples. *10*

6. Prepare a check-list for the daily operations of a retail store. *10*

7. What do you understand by space management in a retail store ? Explain with suitable examples. *10*

8. How do 'cause and effect' diagram help in problem identification in a store ? Explain with suitable examples. *10*

9. How can the performance of a store manager and a warehouse manager be measured ? *10*

10. Write short notes on any *two* of the following : *2×5=10*

    (a) Average Stock Price

    (b) Job Description

    (c) Conversion Rate

    (d) Codification and Standardisation

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