

BBA IN RETAILING

Term-End Examination

December, 2015

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

- Note :**
- (i) *Attempt any five questions.*
 - (ii) *All questions carry equal marks.*

1. What are the four ways by which retail store operation solutions can be explained ? State with examples. **2+8**
2. What do you mean by customer service principles ? Describe the steps followed by retailers for effective service recovery. **3+7**
3. Explain the important tasks performed in retailing and discuss the significance of organisational structure in retailing. **5+5**
4. What do you mean by shrinkage and loss prevention in retailing ? Discuss various measures to prevent shrinkage and Loss. **2+8**

5. (a) What are the objectives of Space Planning in retail operations. **3+7**
- (b) State the groups of the assets can be categorized based on usage. Explain the category of assets based on "for stock storage and security purpose".
6. Explain the influencing factors of transaction drivers. **10**
7. Discuss different types of Tags used in Electronic Article Surveillance (EAS) and state its advantages. **5+5**
8. Write short notes on **any two** of the following : **5+5**
- (a) Merchandise management.
- (b) Retail store design.
- (c) Careers in Retailing.
- (d) Steps in man power planning.
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