

00963

BBA IN RETAILING

Term-End Examination

December, 2018

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

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

1. State the various perspectives of Store Operations. 4, 6
Discuss the Store Operation Solutions.
2. What do you mean by customer segmentation ? 4, 6
Explain the Demographic Segmentation with suitable examples.
3. What are the steps to be followed in manpower planning ? Explain the significance of job description in manpower planning. 5, 5
4. Discuss the methods of loss prevention in the retail stores. 10
5. As a store manager suggest ways to optimize space availability. 10

6. Discuss the significance of any four assets in a retail store. Describe the care and maintenance requirements for these assets. 4, 6
 7. Discuss the advantages for Automatic Opting in a mass retail store. 10
 8. Write short notes on any two of the following : 5, 5
 - (a) Performance Appraisal of Retail Employees
 - (b) Inventory Shrinkage
 - (c) Customer Care
 - (d) Source Tagging
-