

**B. B. A. IN RETAILING
(BBARL)**

**Term-End Examination
December, 2022**

BRL- 103 : STORE OPERATIONS-I

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. What do you mean by store operations ?
Explain how store operations enable retailers in managing their business effectively. 5+15
2. Explain the important tasks performed in retailing and discuss the significance of organizational structure in retailing. 10+10

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3. Explain the important steps to be followed in setting up a Standard Operating Procedure (SOP). 20
4. What is Depreciation ? Discuss any *two* methods of depreciation with examples. 6+14
5. Why is integration needed ? How can you integrate offline and online stores ? 6+14
6. Comment on any *two* of the following : $10 \times 2 = 20$
 - (a) A retail store comprises of many assets that requires to be managed.
 - (b) The objective of human resource management is to align the capabilities and behaviors of employees with the short-term and long-term goals.
 - (c) It is essential for the retailer to track the daily cash flow to calculate the profit and loss of the store.

[3]

7. Distinguish between any *two* of the following :

10×2=20

- (a) Themes Based Promotions and Festival Promotion
- (b) Break-even Analysis and Ratio Analysis
- (c) Fixed Assets and Semi-Fixed Assets

8. Write short notes on any *two* of the following :

10×2=20

- (a) Transaction Matrix
- (b) Price Benchmarking
- (c) Retail Margin Analysis