

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2012

BFW-018 : RETAIL OPERATIONS-I

Time : 3 hours

Maximum Marks : 70

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

1. What role does retail operation play in a retail organization ? 10
2. What do you understand by S.O.P ? Describe the purpose of writing. SOP's. 10
3. Describe the common errors made during the performance evaluation of employees in a retail store. 10
4. Describe the standard operating procedure for any two : 10
 - (a) Daily store operations
 - (b) Cash wrap Area Guidelines
 - (c) Defected goods exchange Guidelines

5. Describe the job description for *any two* of the following. **5x2=10**
- (a) Store manager.
 - (b) Department manager.
 - (c) Team leader.
6. What are the main reports that a retail store has to maintain on daily basis ? **10**
7. What are the major issues of retail staff which a store manager faces in a retail store ? Explain with suitable examples. **10**
8. As a store manager, what are the factors that should be looked by you to improve your store performance ? **10**
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