

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2012

MFW-017 : RETAIL OPERATION

Time : 3 hours

Maximum Marks : 70

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- Note :** (i) *Attempt any seven questions.*
(ii) *All questions carry equal marks.*
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1. Define Retail operations. What are the differences between store operations and corporate operations ? 10
2. Make Activity flow chart of store operations. 10
3. "Too much high and low stock Turn over is bad for Business". Explain with the help of suitable examples. 10
4. What is GMROII ? How it is helpful in evaluating the performance of staff ? 10
5. How allocating space, according to product profitability, yield better result ? 10

6. Explain the importance of Average sales value and Average stock value. 10
 7. What is shrinkage and how to minimize it? Give suitable examples. 10
 8. Write about SPF and MPF significance. 10
 9. Mention the major Responsibilities of store manager. Explain with the help of suitable examples. 10
 10. Explain the important parameter to measure the performance of the store. 10
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