

60809

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

June, 2013

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries equal marks.

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1. (a) Explain the steps involved in Merchandise Planning. 10
 - (b) Short note on : 10
 - (i) Shrinkage.
 - (ii) Range planning for a retail store.
 2. What are the key factors you would consider while designing a performance programme for a merchandise ? 20
 3. Define the Customer Relationship Management and explain the CRM process flow to be followed in a Retail Organisation. 20

4. Define the key parameters to measure efficient floor space management in a retail store. 20
5. Write short note on the following : 20
- (a) Planogram.
 - (b) Shop lifting.
 - (c) Employee theft.
 - (d) Scope of Retail Supply Management.
6. Explain : "How will you Manage store inventories" ? Support your answer with the help of suitable example. 20
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