

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

**Term-End Examination**

**June, 2013**

**BRS-025 : RETAIL BEHAVIOUR (PROCESSES  
AND FLOOR MANAGEMENT)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

1. Researchers think identification of the "GAPS" in service is important for retailers to ensure a good customer service. What are the gaps we are talking about ? How identifying them helps a retailer ? Suggest some modern ideas which will help today's retailers to enhance customer services. 20
  
2. (a) During normal store operations what would be the routine tasks of the housekeeping group ? 10+10
- (b) What could be the procedure to control emergency situations in a store, when they are handled by the housekeeping staffs ?

3. (a) "Not only incentives but a proper motivation can boost up a retail team". Explain the above in terms of managing the team. 10+10
- (b) What are the different training programs essential for a new staff joining a retail operation team ?
4. What are the different control mechanisms needed for a store operation ? Why are they necessary ? 20
5. What are different types of tagging and how they help retailers ? What are different types of loss experienced by a retail store ? 10+10
6. What is MPM and what is its significance in retail ? What are the different product display techniques acquired by retailers ? 10+10
7. What is the importance of good floor management in retail ? 20
8. 'Merchandise handling is the most critical job in retail operations'. Justify. 20
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