

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL SERVICES)  
(MBARS)**

**Term-End Examination**

**June, 2013**

**MRS-017 : STORE MARKET OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is the meaning and importance of the term 'store operations' ? Explain the ingredients of running a retail store efficiently highlighting the roles and responsibilities of a Store Head. 20
2. Discuss the various internal and external key support functions of a Retail Store. Do you consider "training" as a support function of retail business ? Provide reasons to validate your opinion. 20
3. Returns and refunds policy is an important aspect of retail business. With the help of suitable examples, comment on the meaning, importance, implementation and gate keeping of return and refund policies. 20

4. "A retail store without its manager is like a rudderless ship". Justify this statement with relevant examples. 20
5. Discuss in detail the scope of the Visual Merchandising function in retail, with respect to : 4x5=20
- (a) Fixtures
  - (b) Arrangement guidelines
  - (c) Signages
  - (d) Creative Themes
6. Explain the meaning and importance of customer service in retail business with suitable examples. Outline 5 strategies available with the retailers to provide efficient customer service to retain the customers. 20
7. What are different types of promotions that are visible in a retail store ? Enumerate the various steps to manage a retail promotion effectively. 20
8. Write short notes on *any four* : 4x5=20
- (a) Shrinkage Management
  - (b) Annual Business Plan in Retail
  - (c) Cash till Management
  - (d) Importance of Warehouse Management
  - (e) Scheduling of Staff for different time periods of Store Operations.