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

Term-End Examination

June, 2013

BFW-018 : RETAIL OPERATION-I

Time : 3 hours

Maximum Marks : 70

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

1. What is the importance of retail operations in a retail firm ? 10
2. What do you understand by S.O.P.'s ? Describe the purpose of writing S.O.P.'s. 10
3. Describe the process of Man power planning for a retail store. 10
4. Describe the standard operating procedures for the following : 5+5=10
 - (a) Credit Card operating guidelines
 - (b) House keeping guidelines.

5. How the performance of following persons can be measured ? 5+5=10
- (a) Store Manager
 - (b) Cashier.
6. Describe the details of Daily sales report of a store. 10
7. What are the major issues of staff which a store manager faces in a retail store ? 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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