

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

Term-End Examination

June, 2013

BFW-025 : RETAIL OPERATIONS - II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss space quality and space elasticity. How is space elasticity different from cross elasticity? 10
2. What do you understand by shoplifting? How are shop lifters classified? What methods are commonly used for shop-lifting? 10
3. How can credit card losses be controlled? What types of identification should be acceptable for the credit card holder? 10
4. What do you understand by O.R.C.? Discuss their modus operandi in detail. 10

5. How will you develop a structured inspection process for security in a typical retail department store ? 10

6. What do you understand by retail operations ? 10
Describe the functions and objectives of retail operation's management.

7. Write the store hierarchy structure in a typical retail organisation and describe the major roles and responsibilities of each of them. 10

8. Discuss space allocation to individual products in a store according to seasonality, product characteristics, customer characteristics and fixture limitations. 10

9. What do you understand by physical inventory count ? What are the consequences of overstatement of inventory of negative discrepancy ? Describe the procedure to conduct a physical inventory in your store with as little disruption and as much accuracy as possible. 10

10. What do you understand by average sale value ? 10

How can it be used to evaluate the sale performance of a retailer ? Sales analysis for the month of July shows following figures :

SKU NO.	Price Per Piece	No. of Pieces Sold.
20001	99	900
20010	499	250
30005	599	200
30006	159	450

Find average sales value for the month of July.
