

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)****Term-End Examination****June, 2013****MFW-017 : RETAIL OPERATION***Time : 3 hours**Maximum Marks : 70*

Note : Attempt any five Questions from section 'A'. All questions in section 'A' carry equal marks. Section 'B' is compulsory.

SECTION - A**(Any five of the following)**

1. Discuss how retailers can reduce shrinkage for shop lifting and theft ? 10
2. Distinguish between 'mark-up and mark down'. What will be the impact on profit when retailers mark on price ? 10
3. Analyse how a range of changes in society have impacted on Retail Industry with suitable examples ? 10

4. "Customer complaints fall into number of categories." Analyse how a retailer would respond to different types of complaints in order to reduce them ? 10
5. Write short notes on **any two** of the following : 10
- (a) Average stock price
 - (b) Job Description
 - (c) Conversion Rate
6. Write short notes on **any two** of the following : 10
- (a) Average sales price
 - (b) Occupancy cost
 - (c) Stock control
7. Prepare a checklist for the daily operation of a retail store. 10
8. What are the factors you would use to evaluate a 'Sales Associate' and. Flour Manager' of a premium brand like Tommy Hilfiger ? 10

SECTION - B
(Compulsory)

9. Following are the figures of a Retail store. 20

– Total sales	Rs. 8,00,00,000
– No. of sales staff	20
– Total Area	20,000 sq. feet
– Selling Area	15,000 sq. feet
– Gross Margin	10%
– No of Transaction	250
– Stock Inventory	Rs. 1,00,00,000

Calculate the following :

- (a) GMROI
 - (b) Gross profit per square feet
 - (c) Sales and gross profit per sales staff
 - (d) Stock turnover ratio at cost price and sales price.
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