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**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2013**

**BRL-007 : STORE OPERATIONS-I**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. What do you mean by Standard Operating Procedure (SOP). Explain the purpose and benefits of SOP ? 5+5=10

2. Explain briefly the following terms used in retailing : 2x5=10

|                   |                  |             |
|-------------------|------------------|-------------|
| • Loss Prevention | • Store Design   | • Space Mix |
| • Refunds         | • Data warehouse |             |

3. Explain the term "depreciation" ? Explain three methods of calculating depreciation. 4+6=10

4. What do you mean by Electronic Article Surveillance (EAS) ? Explain the benefits of EAS. 5+5=10

5. What do you mean by Supply Chain in Retail ?  
Explain some of the benefits of Supply Chain. 5+5=10
6. Comment on **any two** of the followings : 5x2=10
- (a) Mathematics is used at every level of retailing.
  - (b) Sale is a very lucrative terminology in customer perspectives.
  - (c) Soft Tags are also called Labels.
7. Distinguish between **any two** of the followings :
- (a) Resultant Driver and Tactical Driver 5x2=10
  - (b) Deactivators and Detachers
  - (c) Conventional and Contemporary Retail
8. Write short notes on **any two** of the followings :
- (a) Barcode Scanning 5x2=10
  - (b) Break-even Point
  - (c) Customer Matrix
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