

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2014

00284

BFW-018 : RETAIL OPERATIONS – I

Time : 3 hours

Maximum Marks : 70

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

1. What role does a retail operator play in a retail firm ? 10

2. What do you understand by S.O.P. ? Describe the purpose of writing S.O.P. 10

3. Describe the common errors made during the performance evaluation of employees. 10

4. Describe the job description of any *two* of the following personnel : 10
 - (a) Store Manager
 - (b) Department Manager
 - (c) Team Leader

5. Describe the standard operating procedures for any *two* of the following : 10
- (a) Daily Store Operations
 - (b) Cash Wrap Area Guidelines
 - (c) Defected Goods Exchange Guidelines
6. What are some of the main reports that a retail store has to maintain on a daily basis ? 10
7. What are some of major issues of retail staff which a store manager faces in a retail store ? 10
8. As a store manager, what are the factors that should be looked at by you to improve your store performance ? 10
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