

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

Term-End Examination

00014

June, 2014

BFW-025 : RETAIL OPERATIONS – II

Time : 3 hours

Maximum Marks : 70

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

1. What basic difference exist between security officers and floor walkers ? How and when should a suspected shoplifter be apprehended ? 10
2. What is the impact of ORC on the economy and public health and safety ? What efforts are made by retailers to combat ORC ? 10
3. Describe store recovery process in detail. 10
4. What do you understand by space constraints of a retailer ? Describe four stage process of space management. 10
5. What do you understand by stock taking ? Discuss three methods of stock taking in detail. Also discuss real and apparent stock shortages. 10
6. How can credit card loss be deterred ? What type of identification of credit card holder is required ? 10

7. How will you develop a structured security process for security in a typical departmental store? *10*
 8. Write the store hierarchy structure in a retail store and describe the roles and responsibilities of each functionary in it. *10*
 9. Discuss space allocation in a retail store to individual products, according to seasonality, product characteristics, customer characteristics and fixture limitations. *10*
 10. How does operations management process differ in a service industry and a manufacturing industry? *10*
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