

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2014

00284

MFW-017 : RETAIL OPERATIONS

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions of the following. **All** questions carry equal marks.

1. Discuss the role of operations management in a retail organization. 10

2. Describe the input and output process for the following entities : 10
 - (a) Movie Theatre
 - (b) Manufacturing Firm
 - (c) Hotel

3. What are the benefits of standard operating procedures (S.O.P.s) for any retail firm ? 10

4. Describe the S.O.P.s for the following : 10
 - (a) Cash Wrap Guidelines
 - (b) Petty Cash Expenses

 5. Analyse the roles and responsibilities of Store Manager with suitable examples. 10

 6. Discuss any three stock parameters (with formulas) which help in store performance analysis. 10

 7. Explain space optimization and positioning in a retail store with example. 10

 8. How can Pareto Analysis help in retail store ? Explain with example. 10

 9. Describe the methods of measuring performance of a Store Manager and Zonal Manager in detail. 10
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