

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

Term-End Examination

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June, 2017

BFW-018 : RETAIL OPERATIONS – I

Time : 3 hours

Maximum Marks : 70

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

1. Describe the importance of operations in a retail organization. 10

2. What do you understand by space management in a retail store ? 10

3. Discuss the responsibilities of a store manager in detail. 10

4. Describe the standard operating procedures for merchandise maintenance in a store. 10

5. Explain in detail the sales report of a store. 10

6. How is the productivity of the following staff calculated? *5+5=10*
- (a) Sales Executive
 - (b) Cashier
7. Describe SOP for petty cash maintenance in a store. *10*
8. Explain any five store performance measurement parameters with formulae. *10*
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