

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

Term-End Examination

June, 2017

00244

BFW-025 : RETAIL OPERATIONS – II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss space quality and space elasticity. How is cross elasticity different from space elasticity ? 10
2. What do you understand by shop-lifting ? What merchandising techniques, procedures and physical controls can be used to deter shop-lifting ? 10
3. (a) How can credit card fraud be deterred ?
(b) What are the two primary objectives of shopping centre security ? 5+5
4. What do you understand by ORC ? Discuss their modus operandi in detail. 10

5. How will you develop a structured inspection process for security in a typical departmental store ? 10

 6. What do you understand by Retail Operations ? What are the functions and objectives of Retail Operations Management ? 10

 7. Write the store hierarchy structure in a typical retail organization and describe the roles and responsibilities of each functionary in it. 10

 8. How will you allocate space to individual products according to seasonality, product characteristics, customer characteristics and fixture limitations ? 10

 9. What is physical inventory count ? Describe the procedure to conduct a physical inventory count with minimum disruption and maximum efficiency. 10

 10. What do you understand by “Average Sale Value” ? How can it be used to evaluate the sales performance of a retailer ? 10
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