

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

Term-End Examination

00380

June, 2017

MFW-017 : RETAIL OPERATIONS

Time : 3 hours

Maximum Marks : 70

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

1. Define retail operation. What are the differences between store operations and corporate operations ? Explain. 10
2. What is GMROH ? How is it helpful in evaluating the performance of staff ? Explain. 10
3. How does allocating space according to product profitability yield better result ? Explain. 10
4. Discuss different types of feasibility factors for developing private label. 10

5. What do you understand by “Inventory Carrying Cost” ? Explain in detail with examples. 10

 6. “It is impossible to provide better customer service without increasing staff cost.” Justify the statement with suitable examples. 10

 7. Explain the various parameters used to measure the performance of a retail store. 10

 8. What are the factors that you would use to evaluate a “fashion consultant” and a “store manager” of a premium brand like Zara ? Explain. 10
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