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BBA IN RETAILING

Term-End Examination

June, 2017

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

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- Note :*
- (i) Attempt any five questions.*
 - (ii) All questions carry equal marks.*
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1. Discuss the four ways of explaining store operations solutions. 10
2. Distinguish between the 'customer' and 'consumer'. Explain different types of retail customers. 2, 8
3. Explain three methods to motivate the retail employees to increase their performance. 10
4. Explain briefly on the following : 5, 5
 - (a) Measuring retail performance and productivity.
 - (b) Major sources of inventory shrinkage in retailing.
5. Discuss the issues involved in merchandise display. Suggest important tips for effective display. 10

6. List out the physical assests required for a retail store. Explain the maintenance and safety plan for any **four** assests. 5, 5
 7. What are the influencing factors of the transactional drivers ? Explain. 10
 8. Write short notes on **any two** of the following : 5, 5
 - (a) Space Mix
 - (b) Retail formats
 - (c) Standard Operating Procedures (SOP)
 - (d) Space Management Software
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