

00805

BBA IN RETAILING

Term-End Examination

June, 2018

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. Discuss the Store Operation Management System with examples. 10
 2. State the customer services offered by Retailers. Describe the strategic advantages through customer service. 4, 6
 3. Discuss the support functions related to management in Retail Store with examples. 10
 4. What are the basic formats of Merchandise display ? List out the important tips on effective merchandise display. 3, 7
 5. What do you mean by space planning concept ? Briefly discuss various ways involved in optimum utilisation of space in a retail store. 3, 7

6. What are the qualities of a good cashier ? State the basic job responsibilities of a cashier in a retail store. 6, 4
7. Explain briefly the various steps to be taken in retail stores for preventing thefts and frauds. 10
8. Write short notes on **any two** of the following : 5, 5
- (a) Electronic Article Surveillance System (EAS)
 - (b) Standard Operating Procedure (SOP)
 - (c) Transaction Matrix
 - (d) Sales Promotion
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