

BBA IN RETAILING

Term-End Examination

June, 2019

BRL-007 : STORE OPERATIONS - I

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. In the context of store operations, what learning you have from the Big Bazar case study ? Give your comment. 10
2. What is the importance of a customer loyalty programme ? State the characteristics of a good customer loyalty programme. 3+7
3. (a) State the important principles that need to be followed by the retailers as a good corporate citizen while doing recruitment. 5+5
(b) Explain briefly various employee compensation plans in retailing.
4. Discuss the major sources of goods shrinkage in a store and state the loss prevention methods in brief. 4+6
5. Define space planning concept. What are its objectives ? Briefly explain the steps involved in space planning. 2+4+4

6. Discuss the methods for calculating Return on assets with suitable examples. 10
 7. Discuss the various ways of preventing thefts and frauds in retail store. 10
 8. Write short notes on any two of the following : 5+5
 - (a) SOP Process
 - (b) Anti-Theft Security System
 - (c) Qualities of a good cashier
 - (d) Evaluation of the Employees performance
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