

No. of Printed Pages : 2

**BRL-007**

**B. B. A. (RETAILING) (BBARL)**

**Term-End Examination**

**June, 2022**

**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. Describe the major responsibilities of a retail store manager. 10
2. What is market segmentation ? Explain the bases used for the same in brief. 10
3. (a) Describe the different career opportunities available in retailing. 5  
(b) Discuss the importance of human resource management in retail stores. 5
4. Explain the important aspects to be considered while planning 'Open-to-Buy'. 10

**P. T. O.**

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5. List at least *ten* important points of maintaining cleanliness in retail store that will impress your customer. 10
  
6. Discuss the significance of *five* different assets required for retail store. What type of maintenance needs to be taken for these assets ? Explain with examples. 10
  
7. Discuss the qualities of a good cashier. 10
  
8. Write short notes on any *two* of the following :  
5 each
  - (a) Anti-Theft Security Systems
  - (b) Retail Business Drivers
  - (c) Inventory Turnover
  - (d) Employees Performance Appraisal

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