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BRL-103

BBA IN RETAILING

(BBARIL)

Term-End Examination

June, 2023

BRL-103 : STORE OPERATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. What are the four ways by which retail store operation solutions can be explained ? State with examples. 8+12
2. What do you mean by shrinkage and loss prevention in retailing ? Discuss various measures to prevent shrinkage and loss. 5+15
3. What do you mean by 'Supply Chain' in Retailing ? Explain major benefits offered by supply chain solution with examples. 5+15

P. T. O.

4. What is Multitasking ? How one can do successful multitasking ? Discuss with examples. 5+15
5. Discuss different types of Tags used in Electronic Article Surveillance (EAS) and state its advantages. 20
6. Comment on any *two* of the following : $10 \times 2 = 20$
- (a) Operations includes many aspects, such as store design, display placement, customer service, money and credit handling, shoplifting prevention.
 - (b) Every physical asset in the store needs attention and care to facilitate optimal asset usage.
 - (c) Aim of retail operations is to enhance the customer shopping experience and lower the retailer's costs.
7. Distinguish between any *two* of the following : 10×2=20
- (a) D2C and B2C

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- (b) Loyal Customer and Need based customer
- (c) Supply of manpower and demand of manpower.

8. Write short notes on any *two* of the following :

10×2=20

- (a) Employee compensation
- (b) Mobile Commerce (M-Commerce)
- (c) Break-Even Point