

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2015**

**00160**

**BFW-025 : RETAIL OPERATIONS – II**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any **seven** questions. All questions carry equal marks.*

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1. Discuss space quality and space elasticity. How is space elasticity different from cross elasticity? 10
  
2. How can credit card losses be controlled? What types of identification should be acceptable for the credit card holder? 10
  
3. How will you develop a structured inspection process for security in a typical retail departmental store? 10
  
4. How is space allocation to individual products in a store made, according to seasonality, product characteristics, customer characteristics and fixture limitations? Discuss. 10

5. What basic difference exists between security officers and floor walkers ? When and how should people suspected of shop-lifting be apprehended and prosecuted ? 10
  
  6. What do you understand by employee theft ? What types of employee thefts frequently occur in retail and what preventive measures can be taken in this regard ? 10
  
  7. Give a brief account of a retail unit environment's influence on the shopper's mental state. 10
  
  8. Compare the current status of organised retailing in India with the international scenario. 10
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