

00880

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL)  
(MBARS)**

**Term-End Examination  
December, 2011**

**MRS-017 : STORE MARKET OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. Write a detailed note on store operations and its importance. 20
2. Explain store upkeep and its maintenance by using appropriate examples. 20
3. What is cash handling ? Elucidate on the important ingredients involved in cash handling. 20
4. Explain shoplifting. Detail out various measures that can be adopted to prevent shoplifting. 20
5. Line out responsibilities and duties of a store head. Establish guidelines for the effective discharge of responsibilities and duties of a store head. 20

6. What do you mean by store display ? Critically discuss the importance of an effective display. 20
  7. Discuss in detail various cost control measures in a Retail store. 20
  8. Differentiate between Refunds and Returns. Illustrate how effectively both refunds and returns can be managed. 20
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