

**BBA IN RETAILING**

**Term-End Examination**

**December, 2011**

00966

**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. "Store Operations provide an excellent overview of the organisation, functions and concerns of the Store Operations in a modern retail organisation." Explain. **10**
  
2. Briefly explain *any two* of the following : **5+5=10**
  - (a) Shopping Basket in a retail store.
  - (b) Recruitment Process in store operation.
  - (c) Supply chain management in store operation.
  - (d) Challenges of space management in Retail.
  
3. How do you manage manpower in store operations ? State its impact on the retail organisation structure. **5+5=10**

4. Explain the various methods used by retailers for identifying their customer base. 10
5. Explain various bases of segmenting retail customers. 10
6. "Job description is a list of general tasks, functions and responsibilities of a job position." Explain it in the context of retail store operations. 10
7. Distinguish between *any two* of the following : 5+5=10
- (a) Loyal Customers and Need based Customers.
  - (b) Supply of Manpower and Demand of Manpower.
  - (c) Salary and Commission.
8. Write short notes on *any two* of the following : 5+5=10
- (a) Press Advertisement
  - (b) Performance Appraisal of retail staff
  - (c) Employee Discount
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