M.Sc. FASHION MERCHANDIZING AND RETAIL MANAGEMENT (MSCFMRM)

Term-End Examination

December, 2013

MFW-017 : RETAIL OPERATION

Time : **3** hours   Maximum Marks : **70**

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

1.   How does operations help in running retail   **10** organization effectively ? Explain.

2.   Describe the Input process and Output process   **10** for the following entity :

(a)   Army

(b)   Hospital

(c)   Airline

3.   What is the purpose of writing the S.O.Ps in any   **10** retail firm ?

4.   Describe the S.O.Ps for the following :   **10**

(a)   Daily store activities.

(b)   Back up store guidelines.

5. What are the major responsibilities of a store   1
    manager ? Explain.

6. List any three sales parameters (with formulas)   1
    which help in store performance analysis.

7. What do you understand by space management   1
    in a retail store ? Explain with example.

8. How can cause and effect diagram help in   1
    problem identification in a store ? Explain with
    example.

9. How can performance be measured of a store   1
    manager and ware house manager ? Explain.

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