

BBA IN RETAILING

Term-End Examination

December, 2013

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. "Promotion is a form of a corporate communication that uses various methods to reach a target audience with a certain message in order to achieve specific objectives". Explain. 5+5=10
2. How performance appraisal is conducted in a retail store ? What are it's salient features ? 5+5=10
3. Define space planning. What process should one follow for well defined space planning in a retail store ? 5+5=10
4. What do you mean by Organizational Structure ? Explain the steps involved in development of organizational structure. 5+5=10

5. Explain briefly the following terms used in retailing : 2x5=10
- Shrinkage
 - SOP
 - Cash Handling
 - Demographics
 - Logistics
6. Comment on *any two* of the following : 5x2=10
- (a) Display in retail store makes first impression on customers.
 - (b) Conversion ratio converts shoppers into buyers.
 - (c) Product loss through theft, damage and pilferage are common problems in a retail store.
7. Distinguish between *any two* of the following : 5x2=10
- (a) Investigation and Detection
 - (b) Break-even Analysis and Ratio Analysis
 - (c) Task Manager and Work Force Manager
8. Write short notes on *any two* of the following : 5x2=10
- (a) Warehousing Facility
 - (b) Anti-Theft Security System
 - (c) Soft Tags
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