

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

Term-End Examination

December, 2012

MFW-017 : RETAIL OPERATION

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any five** questions from Part "A". Part "B" is compulsory.*

PART - A

(Any five of the following)

1. Write short notes on *any two* of the following : 10
 - (a) Conversion Rate
 - (b) Average Sales Price
 - (c) Job Description
2. Discuss different types of feasibility factors for developing private label. 10
3. Write short notes on *any two* of the following : 10
 - (a) Average Stock Price
 - (b) Occupancy Cost
 - (c) Stock Control
4. What do you understand by 'Inventory Carrying Cost' ? Explain in detail with examples. 10

5. Explain all the 4 (four) parameters used to measure the performance of a Retail Store. 10
6. Identify the steps needed to follow in order to achieve space allocation objectives. Explain it in detail with relevant examples. 10
7. What are the factors you would use to evaluate a 'Fashion Consultant' and a 'store manager' of a premium brand like ZARA ? 10
8. Justify any two of the following statements : 10
- (a) "It is impossible to provide better customer service without increasing staff cost".
 - (b) "We cannot predict a customer demand, so we must be ready for all eventualities".
 - (c) "Product availability can only be improved through increasing amount of inventory".

PART - B

(Compulsory Question)

9. Following are the figures of a retail store. 20

Total sales	Rs. 10,00,00,000
No. of sales staff	25
Total Area	20,000 sq. feet
Selling Area	15,000 sq. feet
Gross Margin	20%
No. of Transaction	200
Stock Inventory	Rs. 2,50,000,00

Calculate the following :

- (a) Stock turnover ratio at cost price and sales price.
 - (b) GMROI.
 - (c) Sales and gross profit per sales staff.
 - (d) Gross profit per square feet.
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