

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

Term-End Examination

December, 2014

00145

MFW-017 : RETAIL OPERATION

Time : 3 hours

Maximum Marks : 70

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

1. Define Retail operation. What are the differences between store operations and corporate operations ? 10
2. "Too much high and low stock turnover is bad for business." – Explain with the help of suitable examples. 10
3. Explain the importance of average sales value and average stock value. 10
4. Discuss the important parameters to measure the performance of the store. 10
5. What guidelines you would like to suggest to a newcomer retailer to face market threats effectively and avail opportunity in the best possible manner ? 10

6. What do you mean by retail business ? What are its basic principles ? Explain the role/functions of a retailer in a competitive business environment, with suitable examples. 10
7. Justify any *two* of the following statements : $2 \times 5 = 10$
- (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."
8. Identify the steps needed to be followed in order to achieve space allocation objectives. Explain it in detail with relevant examples. 10
9. What do you understand by "Inventory Carrying Cost" ? Explain in detail with examples. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Conversion Rate
 - (b) Average Sales Price
 - (c) Job Description
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