

01892

BBA IN RETAILING

Term-End Examination

December, 2014

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. What do you mean by store operations ? Explain how store operations enable retailers in managing their business effectively. **5+5=10**

2. Explain briefly the following terms used in the retailing. **4+3+3=10**
 - (a) Return - On - Investment
 - (b) Store Design
 - (c) Soft Tags

3. What do you mean by 'Supply Chain' in Retailing ? Explain major benefits offered by supply chain solutions. **4+6=10**

4. Explain the concept of manpower planning in the context of retail operations. State the internal and external sources for potential candidates for the store. **5+5=10**

5. Explain the various methods used by retailers for identifying their customer base. 10
6. Comment on **any two** of the following : 5x2=10
- (a) Role of buyer in a retail setting is to purchase goods for resale.
 - (b) Increase revenue, enhance the customer experience.
 - (c) Stores are changing as they adopt to cross - channel distribution.
7. Distinguish between **any two** of the following : 5x2=10
- (a) Conventional and Contemporary Retail
 - (b) Loyal Customer and Need based customer
 - (c) Supply of manpower and Demand of manpower
8. Write short notes on **any two** of the following : 5x2=10
- (a) Employee Compensation
 - (b) Mobile Commerce (M - Commerce)
 - (c) Break - Even Point
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