

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2016

BFW-018 : RETAIL OPERATIONS – I

Time : 3 hours

Maximum Marks : 70

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

1. What is the importance of operation management in an organisation ? 10

2. Describe the standard operating procedure for the following (any *two*) : 2×5=10
 - (a) Merchandise Maintenance
 - (b) Goods Receipt Guidelines
 - (c) Petty Cash Expenses Guidelines

3. Mention the major areas where a store manager can concentrate to improve the store performance. 10

4. What are the problems a staff faces at a retail store in today's working scenario ? 10

5. Describe the input/output process for the following : 5×2=10
- (a) University
 - (b) Restaurant
 - (c) Railway
 - (d) Bank
 - (e) Cyber-Cafe
6. Describe the job description of the following (any *two*) : 2×5=10
- (a) Team Leader
 - (b) Store Manager
 - (c) Quality Control Manager
7. What is the importance of retail operations in a retail firm ? 10
8. Describe the process of manpower planning for a retail store. 10
9. How can the performance of the following persons be measured ? 10
- (a) Store Manager
 - (b) Cashier
10. Describe the details of daily sales report of a store. 10
-