

00535

BBA IN RETAILING

Term-End Examination

December, 2016

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Critically analyse the association between Store Operation, Store environment and Profitability in retail operations. 10
2. Discuss the importance of human resource management in retail operations. Also state the steps involved in manpower planning. 5+5
3. Explain the basic formats of merchandise display and discuss the important tips on merchandise display. 4+6
4. Discuss the different ways in which optimisation of space availability is achieved. 10
5. Explain the important steps to be followed in setting up a Standard Operating Procedure (SOP). 10

6. What are the benefits of an Electronic Article Surveillance System (EAS) ? Suggest the steps to be taken to prevent employees theft in retail store. 5+5
7. Describe the various measures to make promotion more effective in retailing. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Transaction Matrix
 - (b) Careers in Retailing
 - (c) Inventory shrinkage
 - (d) Retail Margin Analysis
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