

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

Term-End Examination

00201 December, 2017

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 operations in a retail organization ? 10

2. How can space planning make a retail store effective ? 10

3. Describe the role and responsibilities of a department manager. 10

4. Describe the standard operating procedure for closing the store. 10

5. Explain in detail the sales report of a store. 10

- 6.** How is the productivity of the following staff calculated? *5+5=10*
- (a) Store Manager
 - (b) Department Manager
- 7.** Describe the S.O.P. for stock replenishment in a store. *10*
- 8.** Explain any five parameters for sales performance measurement in a store, with formulas. *10*
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