

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

**00340 Term-End Examination**

**December, 2017**

**MFW-017 : RETAIL OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain in brief any **two** of the following : *2×5=10*
  - (a) Conversion Rate
  - (b) Average Sales Price
  - (c) Job Description
  
2. Identify the steps needed to be followed in order to achieve space allocation objectives. Explain it in detail with relevant examples. *10*
  
3. “We cannot predict a customer demand, so we must be ready for all eventualities.” Do you agree with this statement ? Justify your answer with suitable examples. *10*

4. Explain the importance of Average sales value and Average stock value. 10
  
  5. Mention the major responsibilities of a store manager. Explain with the help of suitable examples. 10
  
  6. Explain the important parameters to measure the performance of a store. 10
  
  7. How can cause and effect diagram help in problem identification in a store ? Explain with example. 10
  
  8. Describe the SOPs for the following : 2×5=10
    - (a) Daily Store Activities
    - (b) Backup Store Guidelines
-