

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

Term-End Examination

00561

December, 2017

MFR-026 : MANAGING RETAIL STORE OPERATION

Time : 3 hours

Maximum Marks : 70

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

1. "Retail operation is one of the core areas of any retail organization." Justify the statement with examples. 10
2. What are the benefits of standard operating procedures for a retail organization ? 10
3. Explain how cause and effect diagram can help in improving the operational performance of a retail store. 10
4. Describe the job descriptions of an assistant store manager in a retail store. 10

5. How is the performance of a cashier and sales executive measured in a retail store ? Explain. 10
 6. Discuss the steps to be followed while store closing at night. 10
 7. Explain the importance of space layout in a retail store. 10
 8. How can information technology help in the coordination of retail activities in a retail organization ? 10
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