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**BBA IN RETAILING**

**Term-End Examination**

**December, 2017**

**BRL-007 : STORE OPERATIONS-I**

*Time : 2 hours*

*Maximum Marks : 50*

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- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
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1. Explain the concept of store operation management system and state the major responsibilities of a store manager with respect to store operations. **2,8**
2. As a customer, explain how do you evaluate customer service quality of retail store ? **10**
3. Discuss briefly on the following : **5,5**
  - (a) Manpower planning in retailing
  - (b) Careers in retailing
4. Explain the concept to be implemented along with the open-to-buy planning. **10**
5. What are the various aspects involved in managing the retail store space effectively ? Explain briefly. **10**

6. Explain various aspects to be taken into account for making the promotion successful in retailing. 10
7. How do you classify the assests in a retail store and state the role of software in facilitating assets ? 4,6
8. Write short notes on **any two** of the following : 5,5
- (a) Conventional and contemporary retail formats
  - (b) Types of Tags used in Electronic Article Surveillance (EAS)
  - (c) Retail business drivers
  - (d) Merchandise display
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