

BBA IN RETAILING
Term-End Examination
December, 2021

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

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

1. Explain the Store Operations Management System (SOMS) in brief. 10
2. What do you mean by customer ? Briefly discuss the different types of customers with examples. 2+8
3. What are the three methods used by retailers to motivate the employees ? Explain them. 10
4. What are the advantages and disadvantages of having a centralised warehouse in managing merchandise ? Discuss with examples. 10

5. Describe the key parameters that you suggest while judging the performance of space management. 10
6. Explain the process of developing Standard Operating Procedure (SOP) in retailing. 10
7. What do you mean by Conversion Rate ? Discuss the influencing factors in measuring the transaction matrix. 2+8
8. Write short notes on any *two* of the following : 5+5
- (a) Making Promotion Successful
 - (b) Electronic Article Surveillance System (EAS)
 - (c) Depreciation on Assets
 - (d) Shrinkage
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