

**BBA IN RETAILING/ADIR**

**Term-End Examination**

**December, 2022**

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

*Time : 2 hours*

*Maximum Marks : 50*

---

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

---

---

1. (a) What are the major responsibilities of a store manager ?  
  
(b) Explain the scenario of retail stores in India. 5+5
  
2. What do you mean by service recovery ? Discuss the steps to be followed for effective service recovery. 2+8
  
3. Explain the various career opportunities available in retail industry. 10

4. Explain the support functions involved in the management of retail stores. 10
  5. Discuss the important elements of Open-to-Buy Planning method. 10
  6. Discuss the key features of space management software. 10
  7. Explain the qualities of a good cashier in a retail store. 10
  8. Write short notes on any *two* of the following : 5+5
    - (a) Electronic Article Surveillance
    - (b) Transaction Matrix
    - (c) Goods Shrinkage
    - (d) Inventory Turnover
-