BRL-103

DIPLOMA IN RETAILING/ B. B. A. IN RETAILING

(DIRIL/BBARIL)

Term-End Examination

December, 2023

BRL-103 : STORE OPERATIONS–I

Time : 3 Hours   *Maximum Marks : 100*

Note : (i) *Attempt any five questions.*

      (ii) *All questions carry equal marks.*

1. Discuss various store operations focus areas that should be taken care of for effective management of a store.   20

2. Describe main types of retail customers with suitable example. Also discuss different ways to attend retail customers.   14+6

3. Explain various steps in developing organizational structure of a retail organization.   20

4. (a) Discuss the process of merchandising with suitable examples.   16

   (b) Describe supple chain in retail briefly.   4

5. (a) What are the objectives of space management ? Explain with suitable example.   10

   (b) Explain key features of space management software.   10

6. (a) Discuss asset utilisation of a retail store.   12

   (b) What do you mean by depreciation of assets ? Explain with example.   8

7. (a) Describe various drivers for retail trade. Discuss in detail the strategic and transactional drivers with suitable example.   4+6

   (b) What is transaction matrix ? Explain the factors influencing the transaction drivers.   3+7

8. Write short notes on any *four* of the following :

4×5=20

(a) Gross Margin Return or Investment

(b) Qualities of a good cashier

(c) Tracking promotion performance matrix

(d) Training and standardisation in store process

(e) Direct to Consumer (D2C) model