

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

June, 2012

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

-
- Note :** (1) *Attempt any five questions.*
(2) *Each question carries equal marks.*
-
-

1. Supply chain management is a progression in the value chain from sourcing to satisfy customer needs. Discuss. 20

2. Define Merchandise Hierachy and explain how it helps build the merchandise mix for a retail organisation ? 20

3. (a) How far can own label brands go in India ? 10
(b) As far as Indian Supermarkets are concerned, which products are less suitable for the private label formula ? 10

4. Describe the process of category management. 20
Why are some elements strategic and others tactical ?
5. (a) Define loyalty and explain how it is related 10
to patronage. Describe the drivers of both.
- (b) Describe a model of store choice and its 10
impact on loyalty.
6. Define the key parameters to measure efficient 20
space management in a retail store.
7. Write a short note on : 20
- (a) Managing Displays
- (b) Cashiering Process
-