

00703

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

**Term-End Examination
June, 2012**

MRS-017 : STORE MARKET OPERATIONS

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Chalk out ingredients of an efficiently run store. 20
Use appropriate examples.

2. Write detailed notes on : 20
 - (a) Cost control in Retail stores,
 - (b) Shoplifting.

3. What do you understand by the term "Emergency Planning" ? Chalk out a detailed emergency plan for a retail store. 20

4. Explain stores inventory management in detail. 20
Illustrate various principles involved in effective stores inventory management.

5. What is scheduling ? How effective schedules can be prepared for different occasions, highlight by using appropriate examples ? 20
6. Write notes on the following : 20
(a) Cash Handling
(b) Refunds & Returns
7. What is store promotion ? How store promotion can be managed effectively ? 20
8. Illustrate the importance of housekeeping in stores market operations. 20
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