

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

Term-End Examination

June, 2014

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Attempt *any five* questions.
(ii) Each question carries *equal* marks.
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1. Drugstore retailers, such as CVS, place diabetic test strips and perfume behind locked glass cabinets and nearly all over the counters medicines behind plexi glass panels. These efforts are designed to detect theft. How do these security measures impact honest customers ? 20

2. Assume you have been hired as a consultant to assess a local discount store's space productivity. What analytical tools would you use to assess the situation ? What suggestion would you make to improve the store's space productivity ? 20

3. What factors should a buyer consider when deciding which vendors to develop a close relationship with ? 20

4. (a) How does supply chain management help in achieving efficient customer response ? 10
- (b) What are the drivers that lead to the adoption of good SCM practices ? 10
5. Define Merchandise Hierarchy and explain how it helps build the merchandise mix for a retail organisation ? 20
6. Define the Key Parameters to measure efficient space management in a retail store. 20
7. Write short note on : 20
- (a) Managing Displays
- (b) Cashiering Process
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