

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00246

June, 2016

BFW-018 : RETAIL OPERATIONS – I

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by SOP ? Describe the benefits of writing SOPs. 10
2. Describe the job description for any **two** of the following : 2×5=10
 - (a) Area Manager
 - (b) Floor Manager
 - (c) Customer Care Associate
3. What do you understand by space management in a retail store ? 10
4. Describe the Hierarchy of a retail store in detail. 10
5. Describe in detail the difference between manufacturing and service organisations with the help of suitable examples. 10

6. What role does retail operation play in a retail organisation ? 10
7. Describe the common errors made during the performance evaluation of employees in a retail store. 10
8. Describe the standard operating procedure for any *two* of the following : 2×5=10
- (a) Daily store operations
 - (b) Cash wrap area guidelines
 - (c) Defected goods exchange guidelines
9. What are the main reports that a retail store has to maintain on a daily basis ? 10
10. What are the major issues of retail staff which a store manager faces in a retail store ? Explain with the help of suitable examples. 10
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