

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

Term-End Examination

00246

June, 2016

BFW-025 : RETAIL OPERATIONS – II

Time : 3 hours

Maximum Marks : 70

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

1. What basic difference exists between security officers and floor walkers ? When and how should people suspected of shop-lifting be apprehended and prosecuted ? 10
2. What do you understand by retail operations ? Describe the functions and objectives of retail operations management. 10
3. Discuss space quality and space elasticity. How is space elasticity different from cross elasticity of demand ? 10
4. How does operations management differ in a service industry and in a manufacturing industry ? 10

5. What do you understand by physical inventory count ? Describe the procedure to conduct a physical inventory count in a retail store with as little disruption and as much accuracy as possible. 10
6. What do you understand by ORC ? Discuss their modus-operandi in detail. 10
7. What do you understand by shop-lifting ? How are shop-lifters classified ? What methods are commonly used for shop-lifting ? 10
8. Write short notes on any *two* of the following : 5+5
- (a) Stock taking
 - (b) Store recovery process
 - (c) Store hierarchy structure in a typical retail organization
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