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**BRL-007**

**B. B. A. IN RETAILING / ADVANCED  
DIPLOMA IN RETAILING  
(BBA/ADIR)**

**Term-End Examination**

**June, 2023**

**BRL-007 : STORE OPERATIONS—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. What are the strategy behind the stores ?  
Explain with the help of suitable examples. 10
2. Discuss the strategic advantages through  
customer service. 10
3. (a) Briefly discuss about the compensation  
plans. 5  
(b) How would you evaluate the performance  
of employees ? 5

**P. T. O.**

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4. Discuss the basic formats of merchandise display and important tips on merchandise display. 5+5
5. What do you mean by space planning concept ? Explain its process and strategic approach. 2+4+4
6. What is the classification of assets in a retail store ? Discuss the purpose of their usage. 4+6
7. Explain the purpose and benefits of standard operating procedure (SOP) in retailing. 5+5
8. Write short notes on any *two* of the following : 5+5
  - (a) Auto-theft security system
  - (b) Depreciation on assets
  - (c) Store operations
  - (d) Supply chain

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