

**DIPLOMA IN RETAILING/  
B. B. A. IN RETAILING  
(DIRIL/BBARIL)  
Term-End Examination  
June, 2024  
BRL-103 : STORE OPERATIONS-I**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Explain various types of competitive benchmarking. Describe various steps in benchmarking. Give suitable example to support your answer. 6+14
2. (a) What is Multitasking ? How one can do successful multitasking ? 3+7  
(b) Explain the advantages and disadvantages of multitasking. 5+5
3. (a) State the strategic advantage gained by retailers through customer service. 10  
(v) Explain the steps followed by retailers for effective service recovery by citing suitable examples. 10

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4. Discuss commonly used bases of customer segmentation by retailers, with suitable example. 20
5. Explain various kinds of retail categories (both main categories and subcategories) with suitable examples. 20
6. “Managing human resources play a noteworthy role in a successful retail business.” Comment upon the statement giving suitable example. Explain job analysis and job description also.  
12+4+4
7. Explain the impact of shrinkage and loss prevention on merchandising with suitable examples. 20
8. Write short notes on any *four* of the following :  
4×5=20
  - (a) Measuring retail performance and productivity
  - (b) Maintenance of space
  - (c) Asset utilisation
  - (d) Reducing shrinkage
  - (e) Cashiering SOPs