

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

Term-End Examination

June, 2015

00301

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What role does IT play in the successful running of a retail store ? 20

2. Briefly describe store layout and visual merchandising. 20

3. What are the qualities required to be a successful store manager ? 20

4. Inventory planning is vital. How do you plan for a shoe store ? Mention in brief. 20

5. In merchandising would you follow categorywise or brand merchandising ? 20
6. State *true* or *false* and justify your answers. 4×5=20
- (a) Walmart is not present in Asia.
 - (b) Bata's origin was from U.S.A.
 - (c) Reebok and Adidas have different managerial labels.
 - (d) Pantaloon is a part of 'Future Group'.
7. Explain Customer Care and its importance in today's Retail sector. 20
8. What is competition and how can you have an edge over others in Retail ? 20
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