

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

**Term-End Examination**

**June, 2015**

00159

**BFW-018 : RETAIL OPERATIONS – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is the importance of operations in any retail organisation ? 10
  
2. What is the benefit of writing SOPs for any retail firm ? 10
  
3. How is the performance of the following employees measured in a retail firm ? (any **two**) 5+5=10
  - (a) Area Manager
  - (b) Warehouse Manager
  - (c) Store Manager
  
4. Describe SOPs for any **two** of the following : 5+5=10
  - (a) Merchandise Maintenance
  - (b) Petly Cash Expenses
  - (c) Store Closing

5. Describe any two retail reports in detail.  $5+5=10$
6. In order to improve sales, the store manager should concentrate on which areas ? Explain. 10
7. Describe some effective employee management skills in a retail store. 10
8. Describe job descriptions for any *two* of the following :  $5+5=10$
- (a) Sales Executive
  - (b) Store Manager
  - (c) Cashier
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