

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2015

00344

MFW-017 : RETAIL OPERATION

Time : 3 hours

Maximum Marks : 70

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

1. Draw the activity flow chart of store operations. 10
2. What is GMROII ? How is it helpful in evaluating the performance of staff ? 10
3. Mention the major responsibilities of a store manager. Explain with the help of suitable examples. 10
4. Discuss the different types of feasibility factors for developing private label. 10
5. Suppose after getting a management degree, you decide to open a retail business. What points would you like to consider with regard to store location, competition, impact of emerging trends and government attitude towards organised retail ? 10

6. What is buffer stock ? List the reasons for keeping a buffer stock. 10
7. Explain the term retail loss prevention. What are its types ? Also explain the challenges faced by retailers in retail loss investigation, with suitable examples. 10
8. What are the factors that you would use to evaluate a “fashion consultant” and a “store manager” of a premium brand like ZARA ? 10
9. Explain at least four parameters used to measure the performance of a Retail Store. 10
10. Write short notes on any *two* of the following : 2×5=10
- (a) Average Stock Price
 - (b) Occupancy Cost
 - (c) Stock Control
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