

00550

BBA IN RETAILING

Term-End Examination

June, 2015

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. Describe the strategy behind the stores design with the help of suitable examples. 10
2. Define a retail customer. Discuss the commonly used bases of customer segmentation in retailing. 2+8
3. What are the basic formats of merchandise display ? Discuss the important tips for effective merchandise display. 3+7
4. Comment on the following : 5+5
 - (a) Management of space provides a link between merchandising and store planning.
 - (b) A Standard Operating Procedure (SOP) helps in minimizing errors and enhancing scalability.

5. What are the qualities of a good cashier ? Specify some of the basic job responsibilities of a cashier in a retail store. **6+4**
 6. Explain the various aspects to be considered for making promotion successful. **10**
 7. Describe the case study of 'Madura Fashion and Lifestyle' as the best retail practice. **10**
 8. Write short notes on **any two** of the following : **5+5**
 - (a) Systems frauds
 - (b) Space Mix
 - (c) Demographic Segmentation
 - (d) Competition among Brands
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