

BBA IN RETAILING

Term-End Examination

June, 2011

BRL-007 : STORE OPERATIONS-I

Time : 2 hours

Maximum Marks : 50

-
- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
-

1. What do you mean by store operations ? Explain how store operations enable retailers in managing their business effectively. 5+5=10

2. Explain briefly *any two* of the following : 5+5=10
 - (a) Strategy Behind the Store Design.
 - (b) Types of Customer in Retail.
 - (c) Organisational Structure of a Retail Firm.
 - (d) Creating Right Ambience at a Store.

3. "Large retailers spend millions on tools and technology together more information about their customers". Explain with the help of suitable examples. 10

4. Explain the ways to manage Human Resources 10
in the context of store operations in Retailing.
5. What do you mean by supply chain in retail store
operations ? How do the supply chains estimate
the product demand ? 3+7=10
6. "The objective of the retailer is to display and sell 10
products to realise a fair Return On Investment
(ROI)" Explain.
7. Distinguish between *any two* of the following :
(a) Job Analysis and Job Description. 5+5=10
(b) Organised and Unorganised Store.
(c) Sales per Employee and Sales per
Transaction.
8. Write short notes on *any two* of the following :
(a) Homely Wages 5+5=10
(b) Employee Theft
(c) Administrative error
-