

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain the various store-operations and their importance in a store.
- Q.4 Describe the factors helps in making the store appearance attractive to the customers.
- Q.5 What controlling techniques we should apply for the successful operations of a store?
- Q.6 Describe the various promotional techniques helps in promoting the store-operations.
- Q.7 Discuss the need, importance as well as benefits of store appearance & house keeping in retailing.

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Roll No.

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2nd Sem. / Retail (DBM)

Subject : Store-Operation (Franchising)

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Store-operations.
b) Productivity.
c) Franchising.
d) Store-Appearance.
e) Various Retail operations.
f) Promotion of store.
g) Mistakes of Retailers.
h) House keeping.

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- i) Merchandise control.
- j) Promotion mix.
- k) Finished good.
- l) Stock Turnover.
- m) Challenges of store management.
- n) Measure of performance of store.
- o) Sales ratio.
- p) Factors leads to productivity.
- q) Minimum & Maximum level.
- r) Work-in-Progress.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Define the term store operation.
 - ii) What do you mean by buffer stock?

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- iii) Advantages of franchising in retail.
- iv) Why a good store appearance is require for store?
- v) Pre-requisites of retailing business.
- vi) Monitoring of Merchandising.
- vii) Need of store management.
- viii) Define ABC analysis.
- ix) What do you mean by stock turn.
- x) Factors affecting a store business.
- xi) Mention the various types of products.
- xii) Duties of a store manager.
- xiii) What do you mean by operational efficiency.
- xiv) Steps in executing retail operations.
- xv) Challenges in store management.

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