

## SECTION-C

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

- Q.3 Explain the various store operations and their features also.
- Q.4 How would you measure the performance of a store? Explain.
- Q.5 State the common mistake occur in a store and how would you rectify it? Discuss.
- Q.6 Explain the various control measures essential for successful business.
- Q.7 Why store appearance is important in retail business? Elaborate.

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**2nd Sem. / DBM (Retail)**

**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) Any two mistakes of store operation.  
b) Promotion Mix.  
c) Sales and Profit Ratio.  
d) Features of Merchandising.  
e) USP of Promotion Mix.  
f) Multiple shops.  
g) Two functions of Store Manager.  
h) Define Productivity.

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- i) What is safety stock?
  - j) Controlling Merchandise.
  - k) Store appearance.
  - l) Benefits of Display.
  - m) Franchising of Retail.
  - n) Ratio analysis.
  - o) Buying cycle.
  - p) Need of House keeping in retailing.
  - q) Safety stock.
  - r) Store management.
- ii) Features of merchandise.
  - iii) Explain the concept of Store design.
  - iv) Disadvantages of Franchising.
  - v) Techniques of promoting store's operations.
  - vi) Advantages of chain store.
  - vii) Need of house keeping in stores.
  - viii) Factors influence store appearance.
  - ix) Mention the common mistake of retailers.
  - x) Why there is requirement of branding?
  - xi) Explain the term "Sales Ratio".
  - xii) Features of a Co-operative store.
  - xiii) What do you mean by stock-turn?
  - xiv) Advantages of centralised buying.
  - xv) Explain promotion mix.

### SECTION-B

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

Q.2 i) Define planning retail operation.

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