

2022
B. Voc. (Retail Management)
Third Semester
RSC-303: Store Operations and Performance Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Attempt any four from the following:-

- a) What do you mean by "Achievable" store objectives?
- b) What are the objectives of a good store design?
- c) How to develop creativity within store team members?
- d) What is "Straight Store Layout"?
- e) What is quick response system?
- f) What factors influence setting up of a mall?

(4x4)

UNIT - I

- II. What is the need for planning the achievement of store team objectives? (16)
- III. What recommendations can you make to improve retail Operations in present times? (16)

UNIT - II

IV. Write short notes on:-

- a) Store security
- b) Coding system

(2x8)

- V. Explain the various factors affecting the location of a retail store. (16)

UNIT - III

- VI. Explain the various sources of recruitment of store employees. (16)
- VII. How can a store manager motivate store employees? (16)

UNIT - IV

- VIII. Write a detailed note on compensation and reward for store employees? (16)
- IX. How can a store manager assure improved product availability? (16)

X-X-X