

Exam.Code:1303

Sub. Code: 9513

1128

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 questions from the following:-

- a) Explain SMART objectives.
- b) Differentiate between personal and team goals.
- c) How do you ensure store security?
- d) What is the difference between recruitment and selection of employees?
- e) Briefly write about the importance of cost control.
- f) Explain quick response system.

(4x4)

UNIT – I

II. Write down various ways of communication? Explain some barriers to effective communication. (16)

III. "The most effective goals motivate your team without discouraging them from trying." Comment. (16)

UNIT – II

IV. Explain various factors which affect the location decision of a retail store. What is center of gravity method of finding suitable location? (16)

V. Describe material handling equipment which are commonly used in retail stores along with their specific limitations. (16)

UNIT – III

VI. How do you keep your store employees happy and motivated? Explain some effective motivation methods that optimize productivity. (16)

VII. "Service creativity allows employees to delight customers in unusual ways or solve problems that existing protocol falls short of addressing." Comment. (16)

P.T.O.

(2)

UNIT - IV

- VIII. How do you evaluate the performance of a store employee? Is it good to link performance with compensation? (16)
- IX. What are the common causes of inventory loss? How can inventory loss be prevented in retail stores? (16)

x-x-x