

1127

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four questions from the following:-

- a) Explain SMART philosophy of objectives.
- b) Write a brief note on importance of store layout.
- c) What is material handling?
- d) What is the difference between recruitment and selection?
- e) Explain inventory loss.
- f) What is quick response system?

(4x4)

UNIT – I

- II. "In retail corporations with large numbers of employees, keeping communication open and consistent is one of the largest challenges for store leadership." Explain. (16)
- III. How are objectives set for store teams? Why is employee involvement important in this activity? (16)

UNIT – II

- IV. Explain some popular store layout designs with their suitably conditions. (16)
- V. Write a note on :-
 - a) Coding System
 - b) Store accounting system(16)

UNIT – III

- VI. What is motivation? Explain various ways to motivate retail store employees. (16)
- VII. Why is it crucial to encourage creativity among store employees? What are the benefits of employee creativity? (16)

P.T.O.

(2)

UNIT - IV

VIII. Discuss various methods of performance evaluation of employees? What are the loopholes in these methods? (16)

IX. Write a note on:-

- a) Cost control
- b) Logistic system

(16)

x-x-x