

2112
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 from the following:-

- a) What do you mean by "Inventory loss"?
- b) How can store security be enhanced?
- c) What is the need of improving assortments?
- d) What are "SMART" objectives?
- e) Give the objectives of good store design.
- f) What are the benefits of encouraging others to take lead in doing tasks? (4x4)

UNIT - I

- II. Explain the ways in which a store manager can communicate effectively with other members of his team. (16)
- III. Explains the steps to be taken in planning for attainment of Store-Team objectives. (16)

UNIT - II

- IV. Explain the factors that affect the selection of a proper location for setting up of a retail store. (16)
- V. Explain the various type of layouts. (16)

UNIT - III

- VI. What is motivation? How can store employees be motivated? (16)
- VII. Why is creativity and innovation needed within a team? Explain. (16)

UNIT - IV

- VIII. Explain the ways in which store employees can be compensated. (16)
- IX. Write a detailed note on Quick response system. (16)

x-x-x