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**BRL-007**

**ADVANCE DIPLOMA IN RETAILING/  
B. B. A. IN RETAILING (ADIR/BBARIL)**

**Term-End Examination**

**December, 2024**

**BRL-007 : STORE OPERATIONS-I**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. Explain how do store operations enable retailers in managing the retail stores. 10
  2. Explain the basic formats of merchandise display and their importance in retail shops.  
5+5
  3. Explain the concept of inventory shrinkage and discuss the sources of shrinkage in retail store.  
2+8
  4. What do you mean by 'Transaction Drivers' ?  
Explain their influencing factors. 2+8

5. Explain various types of tags used in Electronic Article Surveillance (EAS) and their advantages. 5+5
6. Discuss the qualities of a good cashier in retail stores. 10
7. Distinguish between any **two** of the following : 5+5
  - (a) Strategic and Resultant drivers
  - (b) Impulsive customer and Need-based customer
  - (c) Break-even Analysis and Ratio Analysis
8. Write short notes on any **two** of the following : 5+5
  - (a) Careers in Retailing
  - (b) Merchandise display
  - (c) E-Commerce
  - (d) Training of Employees

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