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BRL-007

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

Term-End Examination

December, 2025

BRL-007 : STORE OPERATIONS-I

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any **five** questions. All questions carry equal marks.

1. Discuss various types of retail customers. 10
2. What do you mean by 'Service Recovery' ?
Discuss the steps to be followed by the retailers for effective service recovery. 2+8
3. Explain the steps involved in manpower planning. 10
4. (a) Discuss the basic formats of merchandise display. 10

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(b) How would you measure the productivity of staff in retail stores ?

5+5

5. What should be your space management objectives ? Discuss with examples. 10
6. Explain the transaction drivers and their significance in retailing. 10
7. Describe various types of tags used in Electronic Article Surveillance (EAS) System. 10
8. Write short notes on any *two* of the following :

5+5

- (a) Conventional retailing
- (b) IT assets in retailing
- (c) Inventory turnover
- (d) Gross Margin Return on Inventory Investment (GMROI)

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