

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

Term-End Examination

June, 2025

BRL-007 : STORE OPERATIONS-I

Time : 2 Hours

Maximum Marks : 50

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

1. Describe the strategy behind the stores design with the help of examples. 10
2. Explain the management of human resources in the context of retailing. 10
3. Define Standard Operating Procedure (SOP) and explain the process of SOP. 3+7

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4. Distinguish between any *two* of the following : 5+5
- (a) Return on Space and Maintenance of Space
 - (b) Job Analysis and Job Description
 - (c) Deactivators and Detachers
5. List at least *ten* important points of cleanliness which may impress the customers to visit the retail mall. 10
6. What is 'Organisational Structure' ? Explain the steps involved in development of organisational structure in retail business. 2+8
7. Discuss the method of calculating depreciation of the assests of retail stores. 10
8. Write short notes on any *two* of the following : 5+5
- (a) Anti-theft Security System
 - (b) Credit Card
 - (c) Customer Matrix
 - (d) Classification of Assets

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