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BRL-007

**BBA IN RETAILING/ADVANCED
DIPLOMA IN RETAILING
(BBA/ADIR)**

Term-End Examination

June, 2026

BRL-007 : STORE OPERATIONS-I

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Explain the Store Operations Management System (SOMS) with two illustrations. 10
2. Describe : 5+5
 - (i) Demographic segmentation
 - (ii) Psychographic segmentation of retail customers.

3. “Retailers generally use three methods to motivate their employees.” Explain these with examples. 10
4. (a) Describe the *two* major sources of inventory shrinkage in retailing. 5
 (b) Explain any *three* methods of loss prevention in retail operations. 5
5. Discuss various ways for optimization of space availability. 10
6. How are *five* major assets required in retailing ? Discuss its purpose. 10
7. How would you plan for making promotion successful ? 10
8. Write short notes on any *two* of the following : 5+5
 - (a) Point-of-sale machine
 - (b) Depreciation on assets
 - (c) Space planning concept
 - (d) Merchandise management

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