

PGDM (RM), 2017-19
Retail Store Management
RM- Subject Code 202
Trimester – V, End-Term Examination: December 2017

Time allowed: 2 Hrs 30 Min

Roll No: _____

Max Marks: 50

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3*5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2*10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A:

1. "Retailing is not only commercial activity but also social activity". Comment
2. Describe the expectations of the management from store manager.
3. Explain the importance of on shelf availability in store operations?
4. 'Store operations helps in defining the duties of each activity', comment on this statement.
5. Point the basic purpose of making separate team for opening and closing of a store.

Section B

1. As a store manager make policies for cleanliness and maintenance by housekeeping staff. Design a checklist for accomplishing the different tasks at a store.
2. How important is physical count procedure. Does it really help in improving the efficiency?
3. "Proper handling of expired material can reduce our store losses", Comment on this statement.

Section C

"Estimation stock is based on past trends but, fashion is dynamic and changing, so, it is variable to calculate or forecast future consumption on this basis."

INVENTORY - STOCK CONTROL											TOTAL INVENTORY VALUE	
											\$13,500.00	*Based upon TOTAL VALUE Sheet, below.
REORDER (auto-fill)	ITEM NO.	DATE OF LAST ORDER	ITEM NAME	VENDOR	STOCK LOCATION	DESCRIPTION	COST PER ITEM	STOCK QUANTITY	TOTAL VALUE	REORDER LEVEL	DAYS PER REORDER	
OK	A123	5/20/16	ITEM A	Cole	Store Room A, Shelf 2	Item A description	\$16.00	500	\$2,560.00	50	14	
OK	B123	5/20/16	ITEM B	Cole	Outdoor Pallet	Item B description	\$20.00	100	\$2,000.00	50	30	
REORDER	C123	5/20/16	ITEM C	Cole	Basement, Shelf 4	Item C description	\$30.00	45	\$1,350.00	50	2	
REORDER	D123	5/20/16	ITEM D	Cole	Store Room A, Shelf 2	Item D description	\$16.00	25	\$380.00	50	14	
OK	E123	5/20/16	ITEM E	Cole	Outdoor Pallet	Item E description	\$20.00	200	\$4,000.00	50	30	
OK	F123	5/20/16	ITEM F	Cole	Basement, Shelf 4	Item F description	\$30.00	100	\$3,000.00	50	2	
REORDER	G123	5/20/16	ITEM G	Cole	Store Room A, Shelf 2	Item G description	\$16.00	45	\$720.00	50	14	
REORDER	H123	5/20/16	ITEM H	Cole	Basement, Shelf 4	Item H description	\$20.00	25	\$500.00	50	30	
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			
OK									\$0.00			

1. As a store Manager which method would you want to adopt for optimization of store forecasting(7 marks)
2. What is the utility of ROL in store operations(8marks)