PGDM (RM), 2017-19 Retail Store Management RM- Subject Code 202

Trimester - V, End-Term Examination: December 2017

Time	allowed:	2	Hrs	30	Min
THILL	allowed.	_	IIID	20	TATITI

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		
С	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.

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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							\$13,550.00]								
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- 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)