

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDRM

Examination: June 2017
Subject: Retail Store Operation & Inventory

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) What responsibilities does the Manager of a Retail Store perform?
- b) Discuss the various vigilance/ surveillance measures undertaken by a retail store to ensure store security.
- c) Briefly elucidate the various risk situations a retail store might possibly face.
- d) Explain the significance of ABC analysis in inventory management.

Q.2) Write short notes on (2 out of 5) **(Marks: 2X5=10)**

- a) Economic ordered quantity
- b) SERVQUAL
- c) E.R.P.
- d) Franchising
- e) Loyalty Program in Retail.

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) Explain the principles of the material handling process of retail stores.
- b) What are the various types of Inventories in Retail store operations?
- c) Discuss the importance of Visual Merchandising for marketing in a retail store setup.
- d) Explain the significance of a Supply chain management for managing retail operations.
- e) Explain the concept of E-tailing, highlighting its benefits and limitations.

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Define pricing. Explain the different pricing strategies adopted by retail store management to their benefits
- b) Discuss the importance of computerization in maintain store records. Explain the concept of Data mining
