

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 2830014

Date: 06-12-2014

Subject Name: Retail Operations (RO)

Time: 10:30 am - 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Write a note on the current retail scenario emerging in India. **07**
(b) The three most important factors affecting the success of a retail store are: "location, location and location"? Do you agree with this expression? Justify your answer. Which are the types of locations a retailer can choose from and what are the relative advantages and disadvantages of each type of location? **07**
- Q.2** (a) Which are the major and minor store maintenance operations you would need to undertake if you are the store manager of a large format retail store? **07**
(b) Create an operational blueprint for a retail venture of your choice. **07**
- OR**
- (b) Why is store security such a crucial aspect of store operations? Which are the internal and external threats to store security? What are the prominent steps taken by retailers to ensure security from the internal and external threats? **07**
- Q.3** (a) Which are the elements of store design? Explain, with specific emphasis on store layout. **07**
(b) What is visual merchandising and what is its significance in retail? Which are the various styles of presenting merchandise? **07**
- OR**
- Q.3** (a) Write a note on fixtures and their applicability vis-à-vis different merchandise. **07**
(b) How does the GAP model assist a retailer in improving customer service? **07**
- Q.4** (a) Which are the various approaches for taking stock of inventory? **07**
(b) How does a retailer handle cash and manage receipts? **07**
- OR**
- Q.4** (a) What is the continuous stock taking system? What are its advantages and disadvantages? **07**
(b) Which aspects of housekeeping need to be considered by a supermarket? **07**
- Q.5** (a) Which are the ideal SOPs (Standard operating procedures) adopted by retailers? **07**
(b) Write a detailed note on the use of technology, information systems and computerization in retailing. **07**
- OR**
- Q.5** (a) Which are the significant areas of retail store operations? **07**
(b) How shall you manage the elements of store atmospherics for a store offering all products and solutions for newly-born, infants and young children? **07**
