



Somaiya Vidyavihar

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

COURSE: PGDM (RM) 2016-18 – IV TRIM

SUBJECT: Store Operations

Maximum Marks: 25

Time : 1.5 Hours

Date : 12/09/2017

NOTE

Q1 is compulsory and carries **5 Marks** . Answer **ANY 4** from Q2 to Q 6

All Question carry equal marks (**5 Marks each**)

Q1 What are Global dominant retail formats? Differentiate the formats based on Value retailing verses Life-style retailing.

Q2 Discuss how to control Shrinkages in the store. As a manager how do you control Pilferages and Shop-lifting in the store?

Q3 What are 7 important Areas of Store operations? Discuss any one of such area in detail.

Q4 What are different Customer's Satisfaction Measure in retailing? Why the importance is given to such measures?

Q5 Enumerate different Operational Tools for management efficiency

Q6 Write short notes on (**ANY 2**) of the following

- a. Coaching v/s Pouching
- b. Customer Flow Analysis
- c. Plannogram
- d. Average Ticket Size