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Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognized by UGC under Section 12 B

Coimbatore-641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – October 2024

SEMESTER III

Class : II UG
Major : BBA(RM)

Time: 2 Hours
Max Marks: 60

23BREC07 Retail Operation Management

Course Outcomes:

- CO1: Comprehend the concepts and areas of retail operations.
CO2: Apply techniques for analyzing and managing retail operations.
CO3: Designing scientific methods for various retail operations.
CO4: Sketch relationships between various retail operations and interlink them.
CO5: Evaluate the effectiveness of various retail operations and suggest improvements.

PART-A

1. This model helps to identify and manage the factors like sales volume, cost of goods sold, operating expenses, and profit margin. 6x1=6
a) Retail information systems b) Supply Chain Management CO3K1
c) Strategic Profit Model d) Inventory Management
2. An _____ outlines the essential steps to run your retail store efficiently. CO3K1
a) Inventory tracking b) Operational blueprint
c) Retail information systems d) Supplier relationship management
3. This strategy is connected with selecting, stocking, and presenting merchandise to meet the needs and desires of the target market. CO4K1
a) Merchandising Philosophy b) Area Analysis
c) Pricing Strategy d) Brand Identity
4. These individuals are responsible for developing and executing merchandise plans. CO4K2
a) Product Managers b) Visual Merchandisers
c) Inventory Analysts d) Merchandise Planners
5. Customer order fulfillment means CO5K1
a) Point in time when customers has access to choices and makes a decision regarding a purchase
b) Customers informing the retailer of what they want to purchase and the retailer allocating product to the customer
c) The process where product is prepared and sent to the customer
d) The process where the customers receives the product and take ownership
6. What is the primary purpose of merchandise forecasting? CO5K2
a) To determine the optimal inventory levels
b) To predict future sales and demand
c) To set prices for products
d) To evaluate the performance of merchandising strategies

Part - B

Answer all the questions

7. a) Explain financial trends in retailing. 3 x 6 = 18
CO3K2
(or)
b) Discuss the key elements of retail operations. CO3K2
8. a) Write short notes on the key components of a merchandise philosophy. CO4K3
(or)
b) Brief the key steps for the implementation of the merchandise plan. CO4K2
9. a) Discuss the inventory levels in the merchandise management. CO5K2
(or)
b) Brief on sales forecasting. CO5K2

Part - C

Answer all the questions

10. a) Outline and explain the essential steps to run a retail store efficiently. 3 x 12 = 36
CO3K4
(or)
b) Explain the tasks in managing a retail business. CO3K2
11. a) Discuss the impact of organization's structure and processes on merchandise planning. CO4K3
(or)
b) Explain the suite of tools in a merchandise software. CO4K3
12. a) How can retailers integrate transportation and warehousing to improve their supply chain performance? CO5K2
(or)
b) Discuss the key components, challenges and opportunities in Financial inventory control. CO5K2