



K. Sambal

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2024 III Semester

Class : II UG
Major : BBA RM

Time: 3 Hours
Max. Marks: 100

23BREC07 Retail Operations Management

Course Outcomes:

- CO 1: Comprehend the concepts and areas of retail operations.
- CO 2: Apply techniques for analysing and managing retail operations.
- CO 3: Designing scientific methods for various retail operations.
- CO 4: Comprehend between various retail operations and interlink them.
- CO 5: Evaluate the effectiveness of various retail operations and suggest improvements.

Part A

10x1=10

Choose the correct answer

1. _____ is the process of selling consumer goods and services through different channels. CO1 K1
 - a. Retail
 - b. Street seller
 - c. Grossers shop
 - d. Department store
2. _____ refers to the process of helping customers find products in your store. CO1 K1
 - a. Company management
 - b. Customer management
 - c. Organization management
 - d. Retail management
3. _____ is a holistic marketing plan for a product or a service to reach and influence the consumers. CO2 K2
 - a. Retail business
 - b. Retail strategy
 - c. Retail store
 - d. Retail service
4. _____ Location means the address set forth in the Rental and Service Agreement CO2 K2
 - a. Building
 - b. Land
 - c. Store
 - d. House
5. A _____ is the person ultimately responsible for the day-to-day operations (or management) of a retail store. CO3 K3
 - a. Retail manager
 - b. Retail sales man
 - c. Customer service
 - d. Production manager
6. _____ is an arrangement under which people facing common risks come together and make their small contributions to the common fund. CO3 K3
 - a. Risk
 - b. Insurance
 - c. Re-insurance
 - d. Claim
7. _____ management is the process through which each retailer decides what items to carry, inventory levels, where items are placed in a store, and how they should be priced to maximize sales and profits. CO4 K4
 - a. Merchandise
 - b. Store
 - c. Road
 - d. Transportation
8. The _____ Function involves consideration of the alternative courses of action available. CO4 K4
 - a. Control
 - b. Organization
 - c. Planning
 - d. Direction
9. _____ is the support you offer your customers, from the moment they first contact your business to the months and years afterward. CO5 K5
 - a. Customer behaviour
 - b. Customer attitude
 - c. Customer service
 - d. Customer moment
10. _____ planning involves identifying potential risks and uncertainties that may impact the organization's ability to achieve its objectives. CO5 K5
 - a. Human
 - b. Strategic
 - c. Information
 - d. Sales

Part B

5x6=30

Answer ALL questions

Each Answer should not exceed 400 words or two pages

- 11.a. List out the marketing strategies in retail management. CO1 K1
(or)
11.b. Point out the Environmental factors affecting consumers. CO1 K1
- 12.a. Describe the characteristics of Trading. CO2 K2
(or)
12.b. Explain the kinds of Location. CO2 K2
- 13.a. Write short note on 'credit management'. CO3 K3
(or)
13.b. List out the functions of departmental stores. CO3 K3
- 14.a. Point out the category management software. CO4 K4
(or)
14.b. Explain the process of Merchandise management. CO4 K4
- 15.a. Describe the process of unit control systems. CO5 K5
(or)
15.b. List out the process of warehousing. CO5 K5

Part C

5x12=60

Answer ALL questions

Each Answer should not exceed 800 words or four pages

- 16.a. Examine the features of Retail Operations Management. CO1K1
(or)
16.b. Explain the process of marketing research. CO1 K1
- 17.a. Enumerate the types of location. CO2 K3
(or)
17.b. Discuss the use of geographic information system in trading. CO2 K3
- 18.a. Examine the Human Resource management process in retailing. CO4 K2
(or)
18.b. Enumerate the financial trends in Retailing. CO4 K2
- 19.a. Discuss the functions of staffing. CO3 K3
(or)
19.b. Explain the selection and interaction of merchandise stores. CO3 K3
- 20.a. Elucidate the methods on inventory valuation. CO3 K3
(or)
20.b. Explain the Designing of performance measurement model. CO3 K3