



Maximum

# 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. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

## Continuous Internal Assessment Test - I August 2024 III Semester

Class: II UG  
Course: BBA RM

Time: 2 Hours  
Max. Marks: 60

### 23BREC07 Retail Operations 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

6x1=6

#### Choose the correct answer

1. Ordering, storing, tracking, and replenishing stock to meet customer demand is  
a) Positive shopping experience      b) Supply Chain Management  
c) customer service      d) Inventory Management      CO1:K1
2. Software that integrates various functions like inventory management, POS systems, and customer data is known as  
a) Inventory tracking      b) Customer relationship management  
c) Retail information systems      d) Supplier relationship management      CO1:K1
3. \_\_\_\_\_ comes in handy for trade area analysis, that defines, analyzes, and visualizes the area from which your store attracts customers  
a) Geographic Information Systems      b) Area Analysis      CO2:K1  
c) Area Location      d) Trading Area
4. A highly saturated market indicates competition is  
a) Fierce      b) Less      CO2:K1  
c) Moderate      d) Unpredictable
5. Structure of the retail organization significantly impacts  
a) HR approach      b) Merchandise      CO3:K1  
c) Retailers      d) Recruitment and Selection
6. The backbone of any successful retail business is  
a) Financial Management      b) Human Resource      CO3:K1  
c) Capital      d) Retail Operations

#### Part B

#### Answer all the questions

3 x 6 = 18

7. a) Give the key elements of retail operations.      CO1:K1  
(or)  
b) What are the two key factors that influence people to buy?      CO1:K2
8. a) What are the key factors considered for trade area analysis?      CO1:K3  
(or)  
b) What are the types of Location?      CO1:K2
9. a) What are the Human Resource Management Process involved in Retailing?      CO1:K2  
(or)  
b) What are the strategies for effective retail HR?      CO1:K3

#### Part C

#### Answer all the questions

3 x 12 = 36

10. a) What are the four areas that retailers concentrate to attract customers?      CO1:K4  
(or)  
b) Explain the key strategies for a mass marketing campaign.      CO1:K2
11. a) Write about characteristics of Trade Area.      CO1:K3  
(or)  
b) What do you mean by Trade Area Delineation and Analysis?      CO1:K3
12. a) Explain the key concepts of Financial Management in Retail.      CO1:K4  
(or)  
b) Explain the Strategic Profit model.      CO1:K3

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