Seat No._____

GANPAT UNIVERSITY
BBA Examination November 2012
BBA-RM, Semester 3 (CBCS/GPS)

Time: 3 Hours. **IIIA04ROS/R304: Retail Operations Systems** **Total Marks: 70**

Instructions:

(1) Use Separate answer books for Section I and Section II.
(2) Q1 in Section I and Q4 in Section II are compulsory.
(3) Figures to the right indicate marks of each question.

SECTION – I

Q1 Explain the following concepts: **(11)**
(1) Operation blue print. 2) Store Maintenance 3) Energy Management 4) Renovation.

Q2 (A) Explain the floor Space Management. **(6)**
Q2 (B) Explain the elements of the Retail promotion mix. **(6)**

OR

Q2 (A) Define the plano gram. Explain the purpose of plano gram. **(6)**
Q2 (B) Explain the concept of inventory management in retail store. **(6)**

Q3 Discuss various methods for trade area analysis. **(12)**

OR

Q3 (A) Discuss various stages of selection of store location. **(6)**
Q3 (B) How will you analyzing trading area in competitive situation. **(6)**

SECTION – II

Q4 Which factors will you consider for choosing for store location? **(11)**

Q5 (A) Discuss the steps for selection of site. **(6)**
Q5 (B) Explain the factors affecting site selection. **(6)**

OR

Q5 (A) Explain the types of Retail Location. **(6)**
Q5 (B) Explain the site assessment techniques. **(6)**

Q6 Discuss the steps for designing store layout. **(12)**

OR

Q6 (A) Explain the Factors of store design decision. **(6)**
Q6 (B) Explain the store layout - Key consideration. **(6)**

END OF PAPER