

**B.Voc. (Retail Management)**

**Third Semester**

**RSC 303: Store Operations & Performance Management**

**Time allowed: 3 Hours**

**Max. Marks:80**

**NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit**

- I. Attempt any four of the following short questions in 50-60 words each: -
- a) Explain smart objectives.
  - b) Write a note on mail management.
  - c) Explain quick response system.
  - d) Differentiate between recruitment and selection of employees.
  - e) How to ensure store security?
  - f) What is basic pay?

(4X4)

**UNIT-I**

- II. Explain the ways in which store operations can be monitored against targets. (16)
- III. What are the ways of communication effective with the store members? (16)

**UNIT-II**

- IV. Explain the factors affecting the location of retail. (16)
- V. What are the different types of store layouts? Explain briefly. (16)

**UNIT-III**

- VI. Explain the steps in selection process. (16)
- VII. How can a store manager motivate his employees? (16)

(2)

**UNIT-IV**

- VIII. Give the role of logistics in store management. (16)
- IX. Give a detailed note on compensation and reward for store employees. (16)