

2123

B. Voc. (Retail Management)
Third Semester

RSC-303: Store Operations and Performance Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) List the duties and responsibilities of store manager.
- b) Define motivation.
- c) Write a note on store accounting system.
- d) Explain SMART philosophy of objectives.

(4x4)

UNIT - I

II. 'Communication is the key to team work'. Discuss different ways to communicate effectively with members of store team.

(16)

III. 'Individual contribution brings in a synergistic effect in a team'. How can team members understand their contribution in team objectives and support each other.

(16)

UNIT - II

IV. What is store layout? Explain the different types of store layout.

(16)

V. Explain the importance of location decision. Also discuss the factors affecting the location of retail store.

(16)

UNIT - III

VI. What are the various recruitment and selection process used by the retail organization? How do organization motivate their retail employees?

(16)

VII. Define the term creativity? Discuss different ways to encourage creativity and innovation in store employees.

(16)

UNIT - IV

VIII. Write a brief note on employee compensation and explain various types of compensation plans.

(16)

IX. Discuss various methods of performance evaluation of employee.

(16)

x-x-x