TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL-103**
Course Title	**:**	**Store Operations**
Assignment Code	**:**	**BRL-103/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. a) Explain the scenario of a retail store in India. **(10)**
b) Why is a store operations floor walk is an integral part of store operations?

2. a) Define the terms customer and consumer and explain them with an examples. **(10)**
b) Describe different types of retail customers.

3. a) Discuss the importance of human resource management in Retail. **(10)**
b) What are the different sources of potential candidates?

4. a) What are the advantages and disadvantages of having a centralized warehouse? **(10)**
b) Explain the process of calculating GMROI.

5. a) Define space planning concept. What process must be followed for well-defined space planning. **(10)**
b) Explain the concept of "Space Mix".

6. a) What are the three categories of assets? Explain. **(10)**
b) Explain the different methods of calculating depreciation values.

7. a) Explain the purpose and benefits of Standard Operating Procedures. **(10)**
b) Explain the Transactions Drivers and their significance in retail.

(B) Essay Type Questions

8. What do you understand by the term cashiering? Explain the various qualities of a good cashier with the help of an example. **(15)**

9. Write the benefits of the offline and online integrations? How Ecommerce or online business changes the buying habits of the consumers? Explain with example. **(15)**

1. a) Explain the scenario of a retail store in India.
b) Why is a store operations floor walk is an integral part of store operations? (10)

Answer

Part (a)

Retailing connects producers and final users by making goods and services available at the right place, in suitable quantities, and at convenient times. India offers a particularly diverse retail environment. A shopper may buy vegetables from a neighbourhood vendor, purchase daily necessities from a kirana shop, visit a supermarket for monthly groceries, or order through a digital platform. Traditional and organised retailers operate alongside one another, while mobile payments and quick delivery increasingly link physical and online shopping.

A major feature of Indian retail is its close relationship with local communities. Small independently owned stores usually know customers personally, offer convenient pack sizes, sometimes extend informal credit, and adjust their stock to local tastes. They remain important in residential areas and smaller towns. In contrast, organised formats such as supermarkets, department stores, specialty stores and shopping malls generally use standard operating procedures, computerised inventory systems, planned displays and formal employee responsibilities. Discount stores emphasise value, while specialty outlets provide depth in a particular category, such as footwear or electronics.

Income differences, festivals, regional preferences, population density and the urban-rural divide affect merchandise planning. A store in a farming town may emphasise agricultural-season demand, whereas an urban store near offices may need ready-to-eat food, convenient hours and faster checkouts. Customers increasingly compare prices, product reviews and delivery options before entering a shop. Consequently, even small retailers adopt QR payments, digital ordering and customer messaging. Large chains emphasise supply-chain efficiency, loyalty programmes and consistent service across locations.

A retail store succeeds not simply through sales but by coordinating receiving, replenishment, housekeeping, merchandising, billing, safety, complaint resolution and cash control. Efficient operations reduce stock-outs, shrinkage and wasted labour. For example, a grocery store can improve sales by placing fast-moving goods at accessible shelves, rotating food by expiry date, keeping correct price labels and opening more cash counters during peak hours. The Indian retail scenario is therefore a combination of local service strengths and growing technology-based operational discipline.