



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 6th Semester Examination, 2022

DSE62-RETAIL MANAGEMENT (6.2)

RETAILING OPERATIONS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions: 3×4 = 12
- (a) Define customer conversion ratio.
 - (b) Explain the meaning of FIFO and LIFO.
 - (c) Write three points on the importance of finance in the retail business.
 - (d) Define working capital cycle.
 - (e) A manufacturing factory consumes 9600 units of raw materials per year. The carrying cost per unit is Rs. 16 and the ordering cost per order is Rs. 75. Find EOQ.
 - (f) What is Data mining?

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Explain 5S's model given by Pal and Byrom.
 - (b) What is a Budget? Explain fixed budget and flexible budget.
 - (c) Explain the functions of HRM in retailing.
 - (d) What are the tools of Budgetary control?
 - (e) Fixed cost of firm is Rs. 50,000, the Variable cost per unit is Rs. 5 and the selling price per unit is Rs. 10. Calculate (i) contribution per unit (ii) profit-volume ratio, and (iii) BEP.
 - (f) What are the funding options available to retailers?

GROUP-C

3. Answer any *two* questions: 12×2 = 24
- (a) What is Break-even point? Draw a BEP chart and explain each curve of the chart. What is margin of safety?
 - (b) What is Database Marketing? What are the benefits of database marketing? What would be the challenges of database marketing?
 - (c) What is Budgetary control? What are the objectives of budgetary control? Briefly state the steps in Budgetary control.
 - (d) What is strategic HRM? Discuss the challenges in HRM in retailing.

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