

QP -1

Roll No: _____



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, April 2018

Program: BBA RM
Subject (Course): Retail Operations
Course Code: BCCR 185
No. of page/s:

Semester – VI
Max. Marks: 100
Duration: 3 Hrs

Section A

Q 1. Answer all the Questions. (20 marks)

True or False

1. The image reflects what the store stands for. (2)
2. Extreme value or Hard discount stores are retailing formats. (2)
3. Non-customers are people who are not active in any market segment. (2)
4. That 'Service Pays.' is not relevant in across all retail formats. (2)

5. Shrinkage is an inventory reduction that is caused by shoplifting by employees only. (2)
6. *Cross Docking Distribution centers are now in vogue since they have merchandise packed, priced and marked as per the requirement of each retail store.* (2)
7. A Cash Drawer is a part of the cash register used for storing cash and other valuables (2)
8. The traffic flow or circulation is vital to the shopping comfort to the customer and the ease of finding items. (2)
9. EAS tags are the current trend. And are affixed by the vendors. (2)
10. If a store does not properly post its return policy, the customer is entitled to a refund within a specified time. (2)

Section B- 20 Marks

Answer all the questions.

Q 2. What is franchising? State the roles of the Franchisee & the Franchisor. (4)

Q 3. What do you understand by the 'standardisation approach' of a retailer? Give at least 2 examples. (4)

Q 4.What are the multifarious roles that a salesperson must play to create a delightful experience for the customer. (4)

Q 5.What do you understand by the term 'Interactive Kiosk'? (4)

Q.6 What are the key elements of the HR function?

Section –C- 30 Marks

Answer all the questions.

Q 7 .What is a buying Cycle?

Enumerate the features of a Staple Buying System. (5+5)

Q 8.What is the objectives achieved by the retailer by advertising his store?

What do you understand by the 'objective task method' for arriving at an advertising budget? (5+5)

Or

Q 8a. What are 'Budgeting' & 'Budgetary Control'? What are the sources for financing the retail store operation? (10)

Q.9.Create an Organisation Chart for a Department Store.

Section –D (30 Marks)

Case Study

Build-A-Bear Workshop: Where Best Friends Are Made

Modern consumers want good value, low prices, and convenience, but they also appreciate a great shopping experience.

Build-A-Bear Workshop usually locates its more than 400 stores in malls worldwide. It offers customers the opportunity to make their own stuffed animals, complete with clothing and accessories.

Currently, the company has sold more than 70 million furry friends. The bear-making process consists of eight steps, Choose Me, Hear Me, Stuff Me, Stitch Me, Fluff Me, Dress Me, Name Me, and Take Me Home.

Customers, or builders, choose an unstuffed animal and, working with the retailer's staff, move through eight "creation stations" to build their own bear (or other animal). At the first station, the Stuffiteria, children can pick fluff from bins marked "Love," "Hugs and Kisses," "Friendship," and "Kindness."

The stuffing is sent through a long, clear tube and into a stuffing machine. A sales associate holds the bear to a small tube while the builder pumps a foot peddle. In seconds, the bear takes its form. Before the stitching, builders must insert a heart. The builders follow the sales associates' instructions and rub the heart between their hands to make it warm. They then close their eyes, make a wish, and kiss the heart before putting it inside the bear. After selecting a name and having it stitched on their animal, builders take their bears to the Fluff Me station, where they brush their bears on a "bathtub" that features spigots blowing air. Finally, they move to a computer station to create a birth certificate.

Bears go home in Cub Condo carrying cases, which act as mini-houses complete with windows and doors. In addition to serving as playhouses, the boxes advertise BuildA-Bear Workshop to the child's friends.

"[You] could buy a bear anywhere," says Clark, Chief Executive Bear. "It's the experience that customers are looking for." The experience isn't limited to the stores themselves. The retailer's Web site, buildabear.com, embraces the same theme. Build-a-Bearville (buildabearville.com) is its online virtual world where users can play with each other and play games.

The bears that they bought at the store have a unique code that allows the user to redeem gifts while playing games in Build-a-Bearville. Customers pay about \$25 for the basic bear, but they can also buy music, clothing, and accessories.

To keep the experience fresh, Build-A-Bear Workshop regularly introduces new and limited-edition animals. Clothes and accessories are also updated to reflect current fashion trends. Outfits for the bears complement the owner's interests and personalities with themes such as sports, colleges, hobbies, and careers.

Some children and their parents hold in-store birthday parties, with music playing from the store's official CD. To ensure customers enjoy a great experience every time they visit, all sales associates attend a three-week training program at "Bear University," and the firm offers incentive programs and bonuses.

The inventory in the stores changes frequently, with different bear styles arriving weekly.

Build-A-Bear Workshops also feature limited-edition and seasonal merchandise, such as a Beary Businesslike Curly Teddy for Father's Day; mummy, wizard, and witch bears for Halloween; and a Sweet Hugs & Kisses Teddy for Valentine's Day.

Answer the following questions

1. Is the Build-A-Bear Workshop concept a fad, or does it have staying power?
2. Describe the target customer for this retailer.
3. What can Build-A-Bear Workshop do to generate repeat visits to the store?
4. What products can Build a Bear introduce to expand the customer base?