



Roll No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN

End Semester Examination – April, 2017

Program/course: BBA Retail Management

Semester – VI

Subject: Retail Store Operations

Code : BBCR-185

No. of page/s: 4

Max. Marks : 100

Duration : 2 Hrs.

Section A (20 Marks)

Q1. Spot the odd one out. (5x2=10)

1. Mc Donalds , NIIT and Easy Day are examples of:
 - a) Supermarkets
 - b) Hypermarkets
 - c) Chain Stores
 - d) Franchising

2. A Franchise is a contract agreement between:
 - a) An Indian Company & A French Company
 - b) A French Company and a Multinational
 - c) A Franchisee & a Franchisor
 - d) A Franchisor and Licensee

3. Electronic Shopping / Electronic retailing are also known as:
 - a) Television shopping
 - b) e- Tailing
 - c) Catalog retailing
 - d) Direct selling

4. The main advantage of Internet retailing is :
 - a) It does not require human interactions.
 - b) It is the fastest growing format in the retail industry.
 - c) Convenient to access products and services.
 - d) Self- service device / terminal.

5. Under Direct selling buying and selling:
 - a) Take place at intervals.
 - b) It is done on the spot.
 - c) Takes place through the electronic media.
 - d) Takes place through courier / VPP

Q2. True or False: (5x2= 10)

- a) A chain store is a group of 2 or more outlets, carrying the same sort of merchandise assortments owned and controlled jointly and usually supplied from one or more central warehouses.
- b) Breadth of assortment refers to the number of distinct goods/ services categories that a retailer has purchased and displayed for retail selling in his outlet.
- c) Inventory includes raw material, finished goods and supplies.
- d) Planning merchandise assortments is one area that differentiates successful and unsuccessful retail stores.
- e) Category management is a process of managing a wholesale business.

Section-B (20 Marks)

Answer any two questions

Q3. What are Pre Store Opening activities? Enumerate the store opening and store closing processes. **(10)**

Q4. What do you understand by Refund and Exchange? What are the reasons for the same? **(10)**

Or

What do you understand by Service Recovery? How does it impact the customer relations? **(10)**

Section-C (30 Marks)

Answer two questions:

Q5. What do you understand by cultural development of employees? Enumerate the various cultures prevalent in various organisations. Explain with examples. **(15)**

Or

What are the key elements of the HR function? Discuss any three elements. **(15)**

Q6. What are ethics? Discuss the 5 constituencies of Ethical behavior with examples. **(15)**

Section-D (30Marks)

THE IKEA WAY

The IKEA STORY BEGAN IN 1934 in the small village of Agunnaryd in Sweden when its founder Ingvar Kampard was just 16

IKEA offers a wide range of well designed, functional home furnishing products at prices so low that as many people as possible can afford them. This is the idea at the heart of everything that IKEA does, from product development and purchases to how we sell our products in IKEA stores globally.

IKEA has more than 1,300 suppliers in 53 countries. All products have the label “Design and Quality IKEA of Sweden” and the country of origin.

IKEA works to ensure that products and materials are safe for the customers from the health prospective. The company strives to use renewable materials and recyclable materials in the products.

The IKEA group believes that safe, healthy, nondiscriminatory working conditions and the protection of environment at its suppliers are pre requisites for doing good business.

The code of conduct defines that suppliers can expect the IKEA group and what the IKEA group requires from its suppliers in terms of legal requirements, working conditions, the active prevention of child labour, environment and forestry management.

Good quality is fundamental to IKEA. That is why it is so important that its ambition to offer products for sale at the lowest prices never compromises its commitment to provide the right quality.

IKEA bases its assessment of “the right quality” on the needs of its customers. The determining factor here is the ways the products will be used.to make sure that all IKEA group home products meet the expectations and the requirements of the customers as well as all the mandatory standards and norms the products are tested in the IKEA test laboratory.

A fully accredited lab in Almhult, the IKEA test lab carries out both textile and furniture testing.

Textile testing includes procedures for determining how well textiles will withstand machine washing and sunlight, how fire retardant they are and the chemicals they contain.

Tests are carried out on beds, tables, kitchen cabinets etc. to measure durability and fatigue.

Various surfaces are tested to check how well they resist scratching, stain and so on.

IKEA examines almost all types of products and materials used in the IKEA range. Tests reflect regular use in the home. All tests have been developed to correspond to many years of regular use in a domestic environment in the areas in which the product is intended. The IKEA quality policy states that its customers must always get full value for their money.

Suppliers must comply with National laws and regulations and with international conventions concerning social working conditions, child labour and the protection of the environment.

IKEAs code of conduct the IKEA Way on Purchasing Home Products defines what suppliers can expect from IKEA and specifies what IKEA can expect from its suppliers. It is based on

international conventions and declarations and includes provisions based on the ILO Declaration of Human Rights (1948).

These include the ILO declaration on fundamental principles and rights at work (1998) and the Rio Declaration on Environment and Development (1992).

It covers working conditions and prevention of child labour, the environment, responsible forestry management and more.

Suppliers are responsible for communicating the IKEA code of conduct to co-workers and sub-contractors and ensuring that all required measures are implemented at their own operations. IKEA service offices are responsible for implementation and follow up on the code of conduct and the company has 70 specially trained auditors who audit suppliers. Compliance and monitoring group at IKEA is responsible for ensuring that the same audit criteria is followed throughout IKEA.

Third party auditors such as KPMG, Intertek testing services and Price Waterhouse Coopers participate to verify IKEA work methods and audit results. These TP auditors also make their own audits at IKEA suppliers.

Child labour exists in countries where IKEA products are manufactured. IKEA does not accept child labour at its suppliers or sub-contractors. The company works actively to prevent child labour, with the aim to always act in the best interest of the child. Child labour is a complex issue-

Developing sustainable solutions requires many parties to work together to tackle the root causes of child labour.

Q7. Explain your learnings and inferences from the extract above. Quote from the extract while stating your points.
