

Exam Code: 113806

Paper Code: 6220

(40)

**Programme: Bachelor of Vocation (Beauty & Wellness)
Semester-VI**

Course Title: Entrepreneurship

Course Code: BVBL-6141

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section-I

1. Write the traits and features of entrepreneurship?
2. What do you mean by entrepreneurship and its types?

Section -II

3. Write the entrepreneurship skills? What are the different types of skills required?
4. How we develop an entrepreneurship? What are factors affecting?

Section -III

5. How we can arrange funds for Beauty Industry?
6. Explain the different types of sources to arrange funds in new business?

Section -IV

7. What legal process has to be followed to form a new enterprises?
8. How would you determine business? And how to get the License?

Exam Code: 113806

Paper Code: 6221

Programme: Bachelor of Vocation (Beauty & Wellness)

Semester: VI

Course Title – Human Resource Management

Course Code- BVBL-6142

Time Allowed: 3 Hours

Max. Marks: 80

Note: Note: Attempt five Questions, selecting atleast one Question from each section. The Fifth Question may be attempted from any section. Each Question carries 16 marks.

Section-A

- Q1.** Explain the history of HRM.
- Q2.** Give the meaning of HRM and discuss its role in an organization.

Section- B

- Q3.** Give a brief note on job analysis and design.
- Q4.** Briefly Explain:
- a) Job Analysis
 - b) Job Description
 - c) Job Specification

Section –C

- Q5.** What is human resource planning?
- Q6.** Write down the types of HRP forecasting demand for employees.

Section –D

- Q7.** Define human resource recruitment policy also explain the contents of human resource recruitment policy.
- Q8.** Define the main sources of recruitment also explain its merits and demerits.

C-1

**Exam Code: 113806
(40)**

Paper Code: 6222

**Programme: Bachelor of Vocation (Beauty & Wellness)
Semester-VI**

Course Title: Merchandising and Retailing

Course Code: BVBL-6143

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

1. What do you mean by Merchandising? Discuss the qualities of merchandising. 16
2. What are types of Merchandising? Discuss in detail. 16

Section- B

3. Discuss the role and responsibility of retail fashion buyer. 16
4. What do you mean by Retailing? Elaborate Retailing format. 16

Section-C

- 5. How will you promote your retail product through marketing channels and relationship marketing? 16
- 6. Write notes on following:
 - a) Publicity
 - b) Personal Selling 16

Section-D

- 7. Discuss the following:
 - a) Purchase order
 - b) Selling price 16
- 8. What do you mean by costing? Write in detail. 16