Programme: Bachelor of Vocation (Retail Management)
Semester-II

Course Title: Retail Shopper Behaviour

Course Code: BVRL-2323

Time Allowed: 3 Hours   Max Marks: 80

Note: Candidates are required to attempt five questions selecting one question from each section. The fifth question can be attempted from any section. Each Question carries 16 Marks

Section-A

1. What do you mean by shopper behavior? Explain nature and types of shopper behavior

2. Explain the consumer decision making process by citing illustrations.

Section-B

3. Explain buying participants and importance of shopper behavior in detail.

4. Explain the Model of retail consumer behaviour personal, social and cultural influence on customer.

Section-C

5. What do you mean by perception? Explain its importance and elements in consumer behavior.

6. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.

Section-D

7. Explain consumer motivation and theories of motivation. How does it influence consumer behavior?

8. Explain shopper attitudes, various elements and how does it affects their buying decisions?

Programme: Bachelor of Vocation (Retail Management)

Semester: II

Course Title: Human Resource in Retail Operations

Course Code: BVRL-2324

Time Allowed: 3 Hours   **Max Marks: 80**

Note: Candidates are required to attempt five questions in all, 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. Define human resource management. Also explain the various long run and short run objectives of human resource in retail.
2. Write a detailed note on importance and functions of human resource management.

Section-B

3. "Human Resource planning is the beginning of all HR process." Explain this statement by discussing the process of human resource planning.
4. Elaborate the various sources available for recruiting new personnel in an organisation.

Section-C

5. Explain with examples the various types of 'On-the job' and 'Off-the job' training methodologies adopted by the organisations.
6. What do you mean by Placement? Explain the various steps involved in the process of placement in detail.

Section-D

7. Write a detailed note on components and factors influencing compensation management.
8. Write down various recent trends and challenges in human resource management in detail.

Programme: Bachelor of Vocation (Retail Management)

Semester-II

Course Title: Managerial Economics

Course Code: BVRL-2325

Time Allowed: 3 Hours   **Max Marks: 40**

Note: Attempt five questions in all, selecting at least one question from each unit. Fifth question may be attempted from any unit. Each question carries 8 marks.

Unit I

1. Differentiate between Economics and Managerial Economics. Also explain the various tools of managerial economics.
2. Explain the major economic problems of an economy.

Unit II

3. State and explain the law of Demand. Why does demand curve slope downward?
4. What is meant by Elasticity of Supply? Explain the factors determining Elasticity of Supply.

Unit III

5. Explain the law of variable proportions. Discuss its stages.

6. Discuss short run cost curves. Why average cost curve is U-shaped?

Unit IV

7. Explain the meaning and salient features of Monopoly. Discuss the price and output determination in monopoly market.

8. Explain the role of government in different economic systems.

Programme: Bachelor of Vocation (Retail Management)
Semester-II

Course Title: Computer Fundamentals (Advance Excel)

Course Code: BVRM-2126

Time Allowed: 3 Hours   Max Marks: 50

Note: Attempt five questions in all, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 10 marks.

Section A

1. Write about features of Excel?   10
2. Explain page setup option in Excel?   10

Section B

3. Explain various methods for filtering data in Excel. Give examples.   10
4. (a) Explain date & time related formulas; with examples.   5

   (b) Explain various logical formulas available in Excel. Give examples.   5

Section C

5. How a Scenario Report are generated.   10

6. How will you format a pivot table? Explain Slicers.   5,5

Section D

7. How will you insert a data / text file from other sources?   10

8. Differentiate ribbon and quick tool. How will you customise them?   10