

Exam Code: 122001
(60)

Paper Code: 1300

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Fundamentals of Management

Course Code: BVRL-1323

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Define Management. Explain its nature and purpose in detail. (14)
2. Describe the Fourteen Principles of Management given by Henry Fayol. (14)

Section-B

3. Explain the meaning of objectives, policies, rules and procedure. How do they contribute to planning

process? Explain with the help of examples.

(14)

4. Explain various forms of organisation. Give the advantage and disadvantages of each form of organisation. (14)

Section-C

5. Describe briefly the steps involved in the process of staffing. (14)
6. Define leadership. Explain briefly the various styles of leadership. (14)

Section-D

7. What is coordination. Why it is called essence of management? (14)
8. Briefly explain nature and significance of controlling. (14)

Exam Code: 122001 **Paper Code: 1301**
(60)

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Basics of Retail Management

Course Code: BVRL-1324

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Define Retailing. Discuss the scope and importance of retailing in an economy. (14)
2. Explain the various career opportunities or options available in Retailing. (14)

Section-B

3. What do you mean by strategic Planning in Retail? Explain strategic Retail Planning process also? (14)

4. What do you mean by visual Merchandising? What are the essentials of Successful visual Merchandising? (14)

Section-C

5. What do you mean by merchandise buying and handling and explain its process? What precautions must be taken under this stage? (14)
6. Elaborate the GAP s for improving service quality. (14)

Section-D

7. Explain the retail store opening checklist as well as closing checklist. (14)
8. Explain the concept of retail Management Information system. What are uses of MIS in retail business? (14)

Exam Code: 122001 **Paper Code: 1302**
(60)

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Computer Applications in Retail

Course Code: BVRL-1125

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Briefly explain the various types of information systems in the hierarchy of an organisation. (14)
2. Write down the important components and benefits of electronic point of sales system in detail. (14)

Section-B

3. What are the various types of database management system? Also explain the various steps involved in the process of designing a database. (14)

4. Enumerate the various modern electronic payment method used at point of sales systems in detail.

(14)

Section-C

5. What do you understand by enterprise resource planning? Briefly explain the various challenges and advantage of ERP system. (14)
6. Why data warehousing is significant? Also distinguish between data mining and data warehousing in detail. (14)

Section-D

7. What are the advantages of CRM Deployment? Also describe the various E-CRM tools used in customer relationship management. (14)
8. Mention the various essential components and challenges of e-tailing in detail. (14)