

Exam Code: 111804

Paper Code: 4277

Programme: Bachelor of Vocation (Retail Management)

Semester – IV

Course Title: Supply Chain Management

Course Code: BVRL-4321

Time allowed: 3 Hours

Max Marks: 40

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

Section A

1. What do you mean by Supply Chain Management? Explain objectives and various participants in a Supply Chain Management with examples?
2. Discuss in detail evolution and need of Supply Chain Management? What are the limitations of Supply Chain Management?

Section B

3. How relationships are managed with different stakeholders like customers, suppliers and service providers in Supply Chain Management?
4. What is relationship marketing? What is role of relationship marketing in supply chain management?

Section C

5. What is role and importance of Information Management in Supply Chain Management?
6. How does supplier selection and evaluation takes place in Supply Chain Management?

Section D

7. Explain Supply Chain Organization structure in detail?
8. How supply chain planning differ in various sectors like food and grocery and consumer durables?

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Paper Code: 4278

Programme: Bachelor of Vocation (Retail Management)

Semester: IV

Course Title: Merchandising Management

Course Code: BVRL-4322

Time Allowed: 3 Hours

Max Marks: 40

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

SECTION A

Q1.) What is merchandise management, and why is it essential for retail operations? Discuss its significance in enhancing customer satisfaction and profitability.

Q2.) Explain various merchandise strategies employed by retailers. Provide examples to illustrate the implementation and effectiveness of these strategies.

SECTION B

Q3.) What criteria should retailers consider when selecting suppliers, and how can they effectively negotiate contracts to ensure favorable terms and conditions?

Q4.) Describe the various types of displays used in visual merchandising. How do these displays enhance the shopping experience and influence consumer behavior?

SECTION C

Q5.) Explain the importance of inventory management in implementing merchandising plans effectively. What strategies and techniques can retailers use to optimize inventory levels?

Q6.) Identify and describe the components of a POS system. How do these components work together to facilitate seamless checkout processes and inventory management?

SECTION D

Q7.) Explore the different cost and retail methods used in merchandise forecasting and budgeting.

Q8.) Define a Unit Control System (UCS) and its role in financial inventory control. How does a UCS help retailers monitor and manage inventory levels, track sales performance, and identify areas for improvement?

Exam Code: 111804

Paper Code: 4279

Programme: Bachelor of Vocation (Retail Management)

Semester-IV

Course Title: Entrepreneurship Development

Course Code-BVRL-4323

Time Allowed: 3 Hours

Max Marks: 40

Note: Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

SECTION-A

1. Describe the types of Entrepreneurs? Which one do you think is most suitable in India?
2. What are the factors affecting entrepreneurship growth? Also explain the role played by entrepreneurship in the economic development of a country.

SECTION-B

3. Explain the role played by the government in conducting entrepreneurship development programmes.
4. Write down the major environmental factors that influence the entrepreneurship system.

SECTION-C

5. Elaborate the licensing and registration procedures required to be followed for setting up a business enterprise.
6. Explain in detail the taxation and legal formalities involved in starting a new business.

SECTION-D

7. What is Ratio Analysis? Write about the various types of accounting ratios used by entrepreneurs.
8. Define Project Design. Explain the various steps involved in the process of project design.

Exam Code: 111804

Paper Code: 4280

Programme: Bachelor of Vocation (Retail Management)

Semester-IV

Course Title: Business Ethics

Course Code: BVRL-4324

Time Allowed: 3 Hours

Max Marks: 40

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

SECTION-A

1. Define Business Ethics. Pen down the arguments that strongly recommend following ethics in business.
2. Explain the different stakeholders of business. What are the social responsibilities of business towards different stakeholders?

SECTION-B

3. Elaborate the Anglo American Model of Corporate Governance.
4. Define Organisation for Economic Co-operation and Development (OECD) and its principles.

SECTION-C

5. Discuss the importance of Code of Conduct to a business. Explain the procedure to develop Code of Conduct in detail.
6. Lucidly explain the concept of Ethics Training and its benefits.

SECTION-D

7. Define the term Ethical Dilemmas. Elaborate their sources and resolutions.
8. Write a detailed note on the role of Ethical Culture and its relationships.

Exam Code: 111804
(30)

Paper Code: 4281

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

Course Title: Lab on E-Retailing and Retail Information
System

Course Code: BVRM-4325

Time Allowed: 3 Hours

Max Marks: 50

Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question carries 10 marks.

Section-I

1. Describe the transition from traditional retailing to E-Retailing.
2. What is E-Retailing? Discuss the latest trends in E-Retailing.

Section-II

3. Explain the following terms:
 - a. M-Commerce
 - b. E-Supply Chain Management System

4. Explain various E-Payment methods being presently used in India.

Section-III

5. What is promotional pricing? Explain the role of pricing in E-retailing.
6. Explain various promotion strategies for E-retail business.

Section-IV

7. Briefly explain the following:
 - a. Customer Made Stores
 - b. Shopping Arcades
8. Briefly explain the following:
 - a. Cloud Kitchens
 - b. Merchandising Stores