

Exam Code: 226801

Paper Code: 1320-R

Programme: Master of Vocation (Retail Management)

Semester: I

**Course Title: Fundamentals of Retailing and Retail
Formats**

Course Code: MVRL-1321

Time Allowed: 3 Hours

Max Marks: 70

Note: 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 14 marks.

Section-A

1. Briefly explain the role and importance of retailer in distribution channel. (14)
2. What do you mean by store location? Explain in detail the various stages involved while choosing a store location. (14)

Section-B

3. Give a detail note on various benefits of retailing to wholesalers, Manufacturers and Customers with suitable examples. (14)
4. Discuss the role and importance of information systems in the changing retail environment. (14)

Section-C

5. What do you understand by store based retailing? Describe the various types of retail stores on the basis of ownership in detail. (14)
6. What are the various types of retail chain stores? Also explain its role and importance in Indian retail sector. (14)

Section-D

7. What are the various methods of direct selling? Also explain its advantages and disadvantages in detail. (14)
8. What is catalog marketing? Give a detail note on the role and importance of catalog marketing in retail industry. (14)

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Max Marks: 70

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 14 marks.

Section-A

1. What do you mean by retailing? Also explain the nature and scope of retailing in detail. (14)
2. What are the various methods of retail communication mix? Also explain the steps required for its implementation in detail. (14)

Section-B

3. What are the basic principles of retailing? Also give a detail note on various functions performed by a retailer in a competitive business environment with suitable examples. (14)
4. Explain in detail about the emerging trends in Indian retail sector. Also describe its impact on traditional retail stores. (14)

Section-C

5. What do you mean by independent retail stores? What are the important tips for independent retailers in a competitive business environment? (14)
6. Define hypermarkets. What competitive merits and demerits do hypermarkets have in comparison with supermarkets? (14)

Section-D

7. Explain the various traditional and non- traditional methods of non-store based retailing detail. (14)
8. What are the various methods of direct marketing? Also give its merits and demerits. (14)

Exam Code: 226801

Paper Code: 1321

Programme: Master of Vocation (Retail Management)
Semester-I
Course Title: Accounting for Retail Managers
Course Code: MVRL-1322

Time Allowed: 3 Hours

Max. Marks: 70

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 14 marks.

SECTION-A

1. Discuss the term "Accounting". Explain its merits and demerits. (14)
2. Briefly explain the concepts and conventions of Accounting. (14)

SECTION-B

3. What is Management Accounting? State the need and significance of Management Accounting. How does it differ from Financial Accounting? (14)
4. Who is Management Accountant? Explain duties and responsibilities of Management Accountant? (14)

SECTION-C

5. "Cost may be classified in a variety of ways according to their nature and the information needs of management". Explain the statement. (14)
6. What is Ratio Analysis? Discuss the classification of ratio with the help of examples. (14)

SECTION-D

7. Define Activity Based Costing (ABC). How will you implement ABC? (14)
8. Write short note on:
 - a) Cost Drivers (7)
 - b) Target Costing (7)

Exam Code: 226801

Paper Code: 1322

Programme: Master of Vocation (Retail Management)
Semester-I
Course Title: Foundations of Management
Course Code: MVRL- 1323

Time Allowed: 3 Hours

Max. Marks: 70

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 14 marks.

SECTION-A

1. Discuss the term 'Management'. Explain its scope and importance for an organisation. (14)
2. Define Scientific Management. Discuss the various techniques of Scientific Management given by F.W. Taylor. (14)

SECTION-B

3. Define Planning? Explain the features and significance to run an organisation. (14)
4. Explain the following:
 - (a) Departmentation by Functions
 - (b) Differentiate between Decentralisation and Departmentation (7+7= 14)

SECTION-C

5. What do you mean by delegation? What are the obstacles in delegation and its elimination? (14)
6. Define Motivation. Explain the various type and theories of motivation in detail. (14)

SECTION-D

7. What do you mean by Leadership? Give a detail note on nature and theories of Leadership. (14)
8. Define Controlling. Explain the techniques and limitations of controlling in detail. (14)

Exam Code: 226801

Subject Code: 1323

Programme: Master of Vocation (Retail Management) Semester I

Course Title: Economics of Retail

Course Code: MVRL-1324

Time Allowed: 3 Hours

Maximum marks: 70

Note: 1.) Question paper comprises of four sections.

2.) Each section contains two questions with internal choice.

3.) 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 14 marks

Section A

1. Define retail economics. What are the benefits and contribution of retail industry in Indian economy?
2. What are the types of competition? Analyze these competitions with special reference to retail industry.

Section B

3. Critically examine the Keynes psychological law of consumption. Also discuss its implications.
4. Distinguish between demand and supply function. How is equilibrium price of a commodity determined with the help of demand and supply function?

Section C

5. What is perfect competition? Explain the price determination under perfect competition in the short period and long period.
6. Define the monopoly and its features. How price and output are determined under monopoly.

Section D

7. What are the different methods of pricing? Write a note on the profit policies of the government.
8. Define cost-volume-profit (CVP) analysis. Discuss the assumptions, components and advantages of CVP analysis. Also discuss the steps for calculating CVP analysis.

Exam Code: 226801

Paper Code: 1324

Master of Vocation (Retail Management) Semester I

Course Title: IT Applications in Retail

Course Code: MVRL-1325

Time: 3 Hours

Max. Marks: 70

Note: Attempt five questions, selecting one question from each section. The fifth question can be attempted from any section. Each question carries 14 marks.

SECTION A

1. What are the various methods to create a table in MS Word?
2. Explain the followings:
 - a) Describe the use of Design tab
 - b) Page setup
 - c) Font Settings
 - d) Spell Checker

SECTION B

3. Describe the MS excel window in detail.
4. Explain the following:
 - a) Creation of graphs and charts in MS Excel
 - b) Sorting and filtering data in MS Excel

SECTION C

5. Explain the term cash registers in detail.
6. Explain the various components of retail information systems.

SECTION D

7. Explain the term ERP, its functions and benefits in retail sector.
8. "Credit cards are going to remain as the main payment method in retail and e-commerce." Do you agree? Explain why.

Exam Code:226801

Paper Code: 1325

Programme: Master of Vocation (Retail Management)
Semester-I

Course Title: Fundamentals of E-Retailing
Course Code: MVRL - 1326

Time Allowed: 3 Hours

Max. Marks: 70

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 14 marks.

SECTION-A

1. What do you mean by E-Retailing? Discuss advantages & disadvantages of E-Retailing (14)
2. Write a short note on:
 - (a) Closed loop Marketing
 - (b) Online Brand Management (14)

SECTION-B

3. What do you understand by Internet Marketing? Discuss different techniques used in Internet Marketing. (14)
4. Write about Current Trend Analysis and Measures of E-Retailing in India. (14)

SECTION-C

5. What do you mean by Online Pricing? Write down various methods of online pricing in detail. (14)
6. What do you mean by Website Development? Discuss common issues or challenges faced during websites development. (14)

SECTION-D

7. Write down various new customized retail formats in detail. (14)
8. What do you understand by term International Retailing? Explain in detail. (14)