

Exam. Code : 111801

Subject Code : 4961

Bachelor of Vocation (Retail Management) 1st Semester

COMMUNICATION SKILLS IN ENGLISH-I

Paper-BVRM-101

Time Allowed—3 Hours]

[Maximum Marks—50

- I. Read the following passage carefully and answer the question that follow :

In these 'look good' times, the quest for slimming has broken all barriers of class, age and gender. In cities today professional dieticians and health clubs are in greater demand than ever before. It is amazing to see persons who genuinely need a weight reduction agenda joining the treadmill or following a diet chart along with those whom the thoughts of shedding a few kilos have come to stay only as a fad.

Most of the times, it is found that losing extra weight is a temporary event followed by a regain. The much-talked- about diet and the other workout plan remain unsuccessful because they fail to alleviate the basic reasons of obesity. Weight gain and obesity are complex problems arising out of multiple reasons like heredity, dietary oddness, lack of activity and hormonal disturbances, nevertheless, the changing lifestyle has made even the teenagers prone to obesity whereas the middle age in men and the post-

delivery or aging in women were earlier cited to be phases of putting on weight.

It is well-known fact that limiting the consumption of high-fat foods is the first step towards a weight reduction plan. But many people interpret this directive to eat an unlimited amount of fat-free food, ignoring blissfully the fact that such foods also have calories. If we consume more calories even in the form of fat-free food, then definitely we are going to add more to our weight. The secret of dieting leading to weight loss is not only to eat well but also to eat right.

Modern diet gurus offer many types of set diet plans to their clients, but the most important factor to be kept in mind is that each individual is distinct from the other. Though dealing with a person's food behaviour and altering it is the most difficult history and following the ancient concepts of finding his individual *prakriti*, once the desired result of dieting are achieved, it is better to shift on to another but less rigorous food plan which should not only be effective but also easy to adopt for a longer period.

Questions :

1. The above passage is about :

- (a) quest for slimming.
- (b) craze to be in movies.
- (c) securing a place in modelling.
- (d) becoming a sportsperson.

2. The diet and workout plans remain unsuccessful because :

- (a) they are too strict.
- (b) they take too long to show results.
- (c) they fail to alleviate the basic reasons of obesity,
- (d) None of the above.

3. Many people believe that they can eat :

- (a) carbohydrates without thinking.
- (b) fat rich food without any concern.
- (c) fat free foods unlimitedly.
- (d) protein diet to reduce weight.

4. Modern diet gurus offer :

- (a) exercise catalogues to their clients.
- (b) free of cost services.
- (c) snacks during consultation.
- (d) many types of set diet plans to their clients.

5. Once the desired results of dieting are achieved :

- (a) an effective but less rigorous food plan should be adopted.
- (b) there is no need for diet plans after that.
- (c) one can even switch to fat rich foods.
- (d) All of the above.

2×5=10

- II. Read the passage given below and answer the question that follow :

In the epics we hear of many Swayamvaras when the bride was asked to select a husband out of a number of worthy young men who had come to be chosen by her. A royal Swayamvara was an elaborate and luxurious ceremony, before which the proud father of the eligible girl boasted far and wide of his daughter's beauty so that princes and heroes from all parts of India should come to seek her hand. In the story of Nala and Damayanti, the Princess was so beautiful that the gods themselves came to seek her hand. They knew that Damayanti was already in love with Nala, and to confuse her they came assuming the outward form of the chosen man. At the Swayamvara, all the great people of the kingdom were gathered together, and in the midst of magnificent assembly Damayanti had to step out and garland the man whom she wanted to wed. She went toward Nala, but great was her confusion when she found a number of Nalas standing before her. With all her heart she wanted to choose the correct man. Therefore she prayed to the gods for guidance saying that in her mind she had already betrothed herself to Nala and that no chaste maiden would love one man and marry another. The gods, then feeling pity for her, gave her the sign she wanted. She looked around and found that of all the Nalas present only one cast a shadow. Only a mortal could cast a shadow, and therefore he must be her beloved.

She duly garlanded him and the other Nalas resumed their god-like shapes.

(The Position of Women In Ancient India)

Questions :

1. What do you understand by the word Swayamvaras as explained in the passage ?
2. Why was a royal Swayamvara called an elaborate and luxurious ceremony ?
3. Who was Damayanti ?
4. How did the gods confuse Damayanti ?
5. What was the sign gods gave to Damayanti ?

2×5=10

- III. Write a letter to the Police Commissioner complaining about the late arrival of the police when theft was committed in your neighbourhood.

OR

Your younger brother wants to go on an educational trip organized by his school. Write a letter guiding him about the certain precautions he should observe to prevent the problems in his travel.

1×10=10

- IV. You have planned a two weeks course in communication skills for children of your Group Housing Society. Prepare a notice for public circulation in all wings of society, stating the objectives of the course, fee structure and other necessary details.

OR

On the basis of your reading of the passage given below make notes on it using headings and subheadings. Use recognizable abbreviations, wherever necessary. Also supply an appropriate title to it.

Whether work should be placed among the causes of happiness or among the causes of unhappiness may perhaps be regarded as a doubtful question. There is certainly much work which is exceedingly irksome, and an excess of work is always very painful. However, work is not to most people less painful than idleness. There are in work all grades, from mere relief to tedium up to profoundest delights, according to the nature of the work and the abilities of the worker. Most of the work that most people have to do is not in itself interesting but even such work has certain great advantages. To begin with it fills a good many hours of the day without the need of deciding what one shall do. Most people, when they are left free to fill their own time according to their own choice are at a loss to think of anything sufficiently pleasant to be worth doing. And whatever they decide on, they are troubled by the feeling that something else would have been pleasanter. To be able to fill leisure intelligently is the last product of civilization and at present very few people have reached this level. Moreover the exercise of choice is in itself tiresome. Except to people with unusual initiative it is

positively agreeable to be told what to do at each hour of the day, provided the orders are not too unpleasant. Most of the idle rich suffer unspeakable boredom as the price of their freedom from drudgery. At times they may find relief by hunting big game in Africa or by flying round the world, but the number of such sensations is limited, especially after youth is past. Accordingly, the more intelligent rich men work nearly as hard as if they were poor.

Work, therefore is desirable, first and foremost as a preventive of boredom, for the boredom that a man feels when he is doing something out of compulsion; though uninteresting work is as boring as having nothing to do. With this advantage of work another is associated, namely that it makes holidays much more cherishable when they come. Provided a man does not have to work so hard as to impair his vigour, he is likely to find far more zest in his free time than an idle man could possibly find.

The second advantage of most paid work and some of unpaid work is that it gives chances of success and opportunities for ambition. In most work, success is measured by income and while our capitalistic society continues, this is inevitable. However dull work may be, it becomes bearable, if it is a means of building up a reputation. Continuity of purpose is one of the most essential ingredients of happiness and that comes chiefly through their work.

V. Do as directed. *All questions are compulsory.*

Complete the sentences. Put the verb into correct form, positive or negative :

- (1) The bed was very uncomfortable. I _____ well.
(sleep)
- (2) The window was open and a bird _____ into the room. (fly)

Change the Voice :

- (3) I taught Ravi English.
- (4) They laughed at the joker.

Change the Narration :

- (5) "I shall play tennis next year," he said.
- (6) "Do you eat spicy food ?" said Jenny.

Combine the following pairs of sentences into single sentences :

- (7) He deserved to succeed. He failed.
- (8) James is going to the U.S. He wants to pursue higher education there.

Put a tick mark (✓) against the correct word given in the brackets :

- (9) Did you hear the (latest, last) news ?
- (10) He is not fond of (this, these) kind of sweets.

$$1 \times 10 = 10$$

Exam. Code : 111801

Subject Code : 4962

Bachelor of Vocation (Retail Management) 1st Semester

PUNJABI COMPULSORY

Paper—BVRM-102(i)

Time Allowed—Three Hours] [Maximum Marks—50

1. 'ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ' ਲੇਖ ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

'ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ' ਲੇਖ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਬਿਆਨ ਕਰੋ। 10

2. ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ਦੀ ਕਵਿਤਾ 'ਅੰਨਦਾਤਾ' ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ ਦੀ ਕਵਿਤਾ 'ਲੂਣਾ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ। 10

3. ਹੇਠ ਲਿਖਿਆਂ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ 'ਤੇ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :
(ੳ) ਮਾਤ ਭਾਸ਼ਾ ਦੀ ਮਹੱਤਤਾ

(ਅ) ਨਾਰੀ ਸ਼ਕਤੀ

(ੲ) ਭ੍ਰਿਸ਼ਟਾਚਾਰ। 5

4. ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਦਿੱਤੇ ਗਏ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਉ :

ਪੂਰਨ ਸਿੰਘ ਦੀ ਮਾਂ ਨੇ ਘਰੋਂ ਉਸਨੂੰ ਪੜ੍ਹਨ ਲਈ ਜਾਪਾਨ ਭੇਜਿਆ ਸੀ, ਪਰ ਜਦੋਂ ਉਹ ਵਾਪਸ ਆਇਆ ਤਾਂ ਉਹ ਸੰਨਿਆਸੀ ਸੀ। ਜਾਪਾਨ ਵਿੱਚ ਜਾ ਕੇ ਪਹਿਲਾਂ ਉਹ ਜਾਪਾਨੀਆਂ ਦੀ ਕੰਮ ਕਰਨ ਦੀ ਸਮੱਰਥਾ ਤੋਂ ਪ੍ਰਭਾਵਿਤ ਹੋ ਕੇ ਬੋਧੀ ਬਣ ਗਿਆ ਤੇ ਫੇਰ ਜਦੋਂ ਸੁਆਮੀ ਰਾਮ ਤੀਰਥ ਜੀ ਨਾਲ ਸੰਗਤ ਹੋਈ ਤਾਂ ਉਹ ਸੰਨਿਆਸੀ

ਬਣ ਗਿਆ। ਜਾਪਾਨ ਜਾਣ ਤੋਂ ਪਹਿਲਾਂ ਉਹਦੀ ਮਾਇਆ ਦੇਵੀ ਨਾਲ ਮੰਗਣੀ ਹੋ ਚੁੱਕੀ ਸੀ, ਪਰ ਪਰਤ ਕੇ ਉਨ੍ਹਾਂ ਨੇ ਵਿਆਹ ਤੋਂ ਇਨਕਾਰ ਕਰ ਦਿੱਤਾ। ਘਰਦਿਆਂ ਨੇ ਜ਼ੋਰ ਪਾਇਆ ਤਾਂ ਕਿਹਾ “ਮੈਂ ਕੁੜੀ ਨੂੰ ਮਿਲੇ ਬਿਨਾਂ ਵਿਆਹ ਨਹੀਂ ਕਰਨਾ।”

- (1) ਪੂਰਨ ਸਿੰਘ ਜਾਪਾਨ ਕਿਉਂ ਗਿਆ ਸੀ?
- (2) ਪੂਰਨ ਸਿੰਘ ਸੰਨਿਆਸੀ ਕਿਉਂ ਹੋ ਗਿਆ ਸੀ?
- (3) ਪੂਰਨ ਸਿੰਘ ਬੋਧੀ ਕਿਵੇਂ ਬਣਿਆ?
- (4) ਪੈਰੋ ਦਾ ਢੁਕਵਾਂ ਸਿਰਲੇਖ ਲਿਖੋ।
- (5) ਲਕੀਰੇ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ ਲਿਖੋ।

5

5. ਵਿਅੰਜਨ ਕੀ ਹਨ? ਉਚਾਰਨ ਸਥਾਨ ਦੇ ਆਧਾਰ ਤੇ ਇਨ੍ਹਾਂ ਦਾ ਵਰਗੀਕਰਨ ਕਰੋ।

ਜਾਂ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਵੰਨਗੀਆਂ ਉਪਰ ਨੋਟ ਲਿਖੋ।

10

6. ਕੋਈ ਦੋ ਪ੍ਰਸ਼ਨ ਕਰੋ :

- (1) ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਰਥ ਸਪਸ਼ਟ ਕਰੋ।
- (2) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਅਧਿਆਪਨ ਵਿੱਚ ਕਿਹੜੀਆਂ ਸਮੱਸਿਆਵਾਂ ਆਉਂਦੀਆਂ ਹਨ?
- (3) ਦੂਜੀ ਭਾਸ਼ਾ ਦੀ ਪਰਿਭਾਸ਼ਾ ਦਿਉ।
- (4) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਤੇ ਅਧਿਆਪਨ ਦੇ ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਉ।

$5 \times 2 = 10$

Exam. Code : 111801

Subject Code : 4963

Bachelor of Vocation (Retail Management) 1st Semester

MUDHLI PUNJABI

Paper-BVRM-102 (ii)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ।

1. ਗੁਰਮੁਖੀ ਵਰਨਮਾਲਾ (ਪੈਂਤੀ) ਵਿੱਚ ਕੁੱਲ ਕਿੰਨੇ ਵਰਗ ਹਨ ? ਇਹਨਾਂ ਨੂੰ ਠੀਕ ਤਰਤੀਬ ਵਿੱਚ ਲਿਖ ਕੇ ਹਰ ਇੱਕ ਵਰਗ ਦਾ ਨਾਂ ਲਿਖੋ।

ਜਾਂ

ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਨਾਂ ਪੈਂਤੀ ਅੱਖਰੀ ਕਿਉਂ ਲਿਆ ਜਾਂਦਾ ਹੈ ? ਇਸ ਵੇਲੇ ਇਸ ਦੇ ਕਿੰਨੇ ਵਰਨ ਹਨ ? ਨਵੇਂ ਵਰਨ ਕਿਹੜੇ ਜੋੜੇ ਗਏ ਹਨ ? ਮੁੱਖ ਟੋਲੀ ਦੇ ਅਖਰਾਂ ਨੂੰ ਸਮਝਾਓ। 10

2. ਪੰਜਾਬੀ ਵਿੱਚ ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਨ ਕਿਹੜੇ-ਕਿਹੜੇ ਹਨ ? ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਸਮਝਾਓ।

ਜਾਂ

ਪੰਜਾਬੀ ਦੀਆਂ ਕੁੱਲ ਕਿੰਨੀਆਂ ਲਗਾਂ-ਮਾਤਰਾਵਾਂ ਹਨ ? ਹੋੜਾ, ਕਨੌੜਾ, ਲਾਂ ਤੇ ਦੁਲਾਂਵ ਦੀ ਵਰਤੋਂ ਕਿਵੇਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? 10

3. ਲਗਾਖਰ ਕੀ ਹਨ ? ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਕਿਵੇਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? ਉਦਾਹਰਨਾਂ ਦੇ ਕੇ ਸਮਝਾਓ। 10

4. ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਭਾਸ਼ਾ ਵਿੱਚ ਕੀ ਮਹੱਤਤਾ ਹੁੰਦੀ ਹੈ ? ਡੰਡੀ, ਪ੍ਰਸ਼ਨ ਚਿੰਨ੍ਹ ਅਤੇ ਵਿਸਮਕ ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪੰਜਾਬੀ ਵਿਆਕਰਨ ਵਿੱਚ ਕਿਵੇਂ ਵਰਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? 10

5. ਕਿਰਿਆ ਦੀਆਂ ਕਿਸਮਾਂ ਕਿਹੜੀਆਂ-ਕਿਹੜੀਆਂ ਹਨ ? ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਸਮਝਾਓ।

ਜਾਂ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿੱਚ ਵਚਨ ਦੀਆਂ ਕਿਸਮਾਂ ਦੱਸੋ। ਇੱਕ ਵਚਨ ਤੋਂ ਬਹੁ-ਵਚਨ ਸ਼ਬਦਾਂ ਵਿੱਚ ਤਬਦੀਲੀ ਦੇ ਕੁੱਝ ਨਿਯਮ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਦੱਸੋ। 10

Exam. Code : 111801

Subject Code : 4964

**Bachelor of Vocation Retail Management Ist Semester
FUNDAMENTALS OF MANAGEMENT**

Paper—BVRM-103

Time Allowed—3 Hours]

[Maximum Marks—50

Note :- Attempt any **ten** questions from **Section-A**. Each question carries **1** mark. Attempt any **two** questions each from **Section-B** and **Section-C**. Each question in **Section-B** and **Section-C** carries **10** marks.

SECTION—A

1. Attempt any **ten** :
 - (i) Standing Plans
 - (ii) Leadership
 - (iii) Strategy
 - (iv) Formal Organization
 - (v) Informal organization
 - (vi) Coordination
 - (vii) Cooperation
 - (viii) Selection
 - (ix) Recruitment
 - (x) Paternalistic leader
 - (xi) Motivation
 - (xii) Laissez-faire leader.

10×1=10

SECTION—B

2. Explain the purpose or objectives of Management.
3. Discuss Management as an art, a science and a profession.
4. Discuss Line Organization and Functional Organization.

5. Define Planning. Discuss the nature or characteristics of Planning. $2 \times 10 = 20$

SECTION—C

6. Write a detailed note on Maslow's Theory of Hierarchy of Needs.
7. Discuss in brief the importance and the process of Performance Appraisal.
8. Discuss the nature and functions of HRM.
9. Write down the steps involved in the Controlling process.

$2 \times 10 = 20$

SECTION—A

1. Attempt any ten :
- (i) Standing Plans
 - (ii) Leadership
 - (iii) Strategy
 - (iv) Formal Organization
 - (v) Informal organization
 - (vi) Coordination
 - (vii) Cooperation
 - (viii) Selection
 - (ix) Recruitment
 - (x) Participative leader
 - (xi) Motivation
 - (xii) Laissez-faire leader.

SECTION—B

2. Explain the purpose or objectives of Management.
3. Discuss Management as an art, a science and a profession.
4. Discuss Line Organization and Functional Organization.

Exam. Code : 111801

Subject Code : 4965

Bachelor of Vocation Retail Management Ist Semester
BASICS OF RETAIL MANAGEMENT

Paper—BVRM-104

Time Allowed—3 Hours] [Maximum Marks—50

- Note :—** (1) Attempt any **ten** questions from Section-A
(2) Attempt any **two** questions each from Section-B and Section-C.

SECTION—A

1. Answer the following :

- (i) Visual Merchandising
- (ii) Customer Relationship Management
- (iii) Retail Location
- (iv) Staple Merchandise
- (v) Innovative Retailer
- (vi) Convenience Store
- (vii) Retail Strategy
- (viii) Price Bundling
- (ix) Probing
- (x) Retail Information System
- (xi) Demonstration
- (xii) Customer Service.

10×1=10

SECTION—B

- 2. Explain the significance of retail as an industry ?
- 3. Discuss the strategy planning process in retail.
- 4. What are the factors that a retailer needs to take into account while choosing a location for a retail store ?

5. Discuss the tools used for visual merchandising.

2×10=20

SECTION—C

6. Explain in detail the merchandise planning process.
7. What are the options available to the retailer for communicating to the customers ?
8. Discuss in detail the retail selling skills.
9. Define retail management information system. What is the importance of information in retail ?

2×10=20

SECTION—A

Answer the following :

- (i) Visual Merchandising
- (ii) Customer Relationship Management
- (iii) Retail Location
- (iv) Staple Merchandise
- (v) Innovative Retailer
- (vi) Convenience Store
- (vii) Retail Strategy
- (viii) Price Branding
- (ix) Probing
- (x) Retail Information System
- (xi) Demonstration
- (xii) Customer Service

10×1=10

SECTION—B

1. Explain the significance of retail as an industry ?
2. Discuss the strategy planning process in retail.
3. What are the factors that a retailer needs to take into account while choosing a location for a retail store ?

Exam. Code : 111801

Subject Code : 4966

Bachelor of Vocation Retail Management Ist Semester
COMPUTER PRACTICAL-I (MS-OFFICE)

Paper—BVRM-105

Time Allowed—3 Hours]

[Maximum Marks—50

- Note :-** (1) Attempt 10 questions from Section A. Each question carries 1 mark.
- (2) Attempt 2 questions from Section B. Each question carries 10 marks.
- (3) Attempt 2 questions from Section C, Each question carries 10 marks.

SECTION—A

1. Explain briefly :

- (a) What do you mean by Word Processor ?
- (b) What is the file format of MS-Word ?
- (c) Define Status Bar.
- (d) What is the purpose of Copy & Paste Command ?
- (e) Why Find and Replace Command is used ?
- (f) What do you mean by Wizard ?
- (g) What is the file format of MS-PowerPoint ?
- (h) What do you mean by Text Alignment ?
- (i) Define the term Multimedia.
- (j) What do you mean by a Dialog Box ?
- (k) Name the different views of PowerPoint Slides.
- (l) Name the different elements of a PowerPoint Presentation.

SECTION—B

2. Explain the various options available in Title bar.
3. Discuss the process of Mail Merge with the help of suitable example.
4. Define the following :
 - (a) Page Setup
 - (b) Spell Checker
 - (c) Header and Footer
 - (d) Page Breaks.
5. Discuss the various operations that can be performed on Table.

SECTION—C

6. Discuss how borders and shading is used to enhance a particular document.
7. Discuss different available views of a PowerPoint presentation.
8. Prepare a PowerPoint presentation using different Text Formatting options. Also discuss various available options to enhance text formatting.
9. How one can add multimedia effects in a PowerPoint presentation ? Explain with the help of an example.

Exam. Code : 111801

Subject Code : 4967

Bachelor of Vocation Retail Management Ist Semester
COMPUTER APPLICATION IN RETAIL

Paper—BVRM-106

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Attempt any 10 questions. Each question carries 1 mark.

1. (a) Define information technology. 1
- (b) What are the components of information system ? 1
- (c) What are the hardware components of EPOS ? 1
- (d) What are the hurdles in E-Business ? 1
- (e) What are the challenges of IT Management ? 1
- (f) Write the importance of DBMS in e-business. 1
- (g) What do you mean by telecommunications ? 1
- (h) What are smart cards ? 1
- (i) What is the difference between debit and credit cards ? 1
- (j) What are the components of ERP system ? 1
- (k) Define knowledge management. 1
- (l) Define e-tailing. 1

SECTION—B

Attempt any 2 questions. Each question is of 10 marks

2. What are the different types of information systems ?
Explain giving examples. 10
3. Discuss the following concepts in detail :
 - (a) Value chain reconstruction 5
 - (b) Managing retail through technology. 5

4. Define EPOS. What kind of software is used in EPOS ? What are the different approaches to the use of EPOS ? Explain. 10
5. What are the advantages and disadvantages of using technology in retailing ? Explain. 10

SECTION—C

Attempt any 2 questions. Each question is of 10 marks.

6. Define ERP. How ERP can help in better management of business ? Explain. 10
7. How information technology can be helpful in supply chain management ? Exemplify. 10
8. Define data warehousing. What are the various types of data warehouses ? Explain. 10
9. Define E-Business. What are the various components of E-Business ? How is it helpful for buyers and sellers ? Explain. 10

SECTION—B

1. Attempt any 2 questions. Each question is of 10 marks.
 - (a) What are the different types of information systems ? Explain giving examples. 10
 - (b) Discuss the following concepts in detail :
 - (i) Value chain reconstruction
 - (ii) Managing retail through technology

Exam. Code : 111801

Subject Code : 4968

Bachelor of Vocation (Retail Management) 1st Semester

**DRUG ABUSE : PROBLEM, MANAGEMENT &
PREVENTION**

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :— It will consist of **five** short answer type questions.

Candidates will be required to attempt **three** questions, each question carrying **5** marks.

Answer to any of the questions should not exceed **two** pages. $3 \times 5 = 15$

1. What do you mean by Drug Abuse ?
2. Write the types of drugs on Social Basis.
3. Discuss Drug Abuse as an International Problem.
4. Write the symptoms of Drug Addiction at Early stage.
5. Historical Perspective of Drug Abuse.

SECTION—B

Note :— It will consist of **four** essay type questions.

Candidates will be required to attempt **two** questions, each question carrying **10** marks. Answer to any of the questions should not exceed **four** pages.

$2 \times 10 = 20$

1. Write a note of the increasing problem of Drug Addiction in Punjab.

2. Meaning of Drug Addiction and reasons behind Drug Addiction.
3. Write down short and long term effects of Amphetamine.
4. Write about short and long term effects of use of Alcohol.

SECTION—C

Note :— It will consist of **two** questions. Candidates will be required to attempt **one** question only. Answer to the questions should not exceed **5** pages.

1×15=15

1. Explain the problem of Drug Addiction in India.
2. Write about consequences of Drug Abuse in Punjab.

SECTION—B

Note :— It will consist of **four** essay type questions. Candidates will be required to attempt **two** questions. Each question carrying **10** marks. Answer to any of the questions should not exceed **four** pages.

2×10=20

1. Write a note of the increasing problem of Drug Addiction in Punjab.