

Exam. Code : 111805

Subject Code : 5016

Bachelor of Vocation (Retail Management)

5th Semester

PERSONALITY AND SOFT SKILLS

DEVELOPMENT

Paper—BVRM-501

Time Allowed—Three Hours] [Maximum Marks—50

SECTION—A

1. Short answer type questions. Attempt any **TEN** questions out of given **TWELVE** questions in Section A.
 - (i) What do you mean by personality development ?
 - (ii) What are values and beliefs ?
 - (iii) Differentiate between 'Type A' and 'Type B' personality types.
 - (iv) What do you mean by classical conditioning ?
 - (v) What do you mean by attitude alteration ?
 - (vi) What do you mean by narcissistic personality disorder ?
 - (vii) State some of the soft skills required for business executives.
 - (viii) State seven C's of effective communication.
 - (ix) Differentiate between social etiquette and business etiquette.

(x) What do you mean by supervisory and team building skills ?

(xi) What are good customer service skills ?

(xii) What do you mean by adaptation ? 10

SECTION—B

Note :— Attempt any **TWO** questions.

2. Define Personality. Discuss in detail various factors affecting personality.
3. What do you mean by personality traits ? Explain different types of personality traits.
4. Discuss how your personality type influences your careers choices and success by giving suitable examples.
5. What are symptoms of personality disorders and how are they caused ? What are available treatments to cure personality disorders ? 20

SECTION—C

Note :— Attempt any **TWO** questions.

6. What is an effective business communication ? Explain the barriers to effective communication.
7. What is business etiquette ? Why etiquette is important in business ? Discuss various business etiquette skills required by a manager in an organization.
8. Explain various hard and soft skills required in telemarketing services.
9. State principles of good customer service. Discuss in detail how would you deal with a dis-satisfied customer. 20

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Bachelor of Vocation (Retail Management) 5th Semester

FINANCIAL MANAGEMENT

Paper—BVRM-502

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :— Attempt any *ten* short answer questions from the following *twelve* questions carrying 1 mark each. The length of answer to each question should be in upto *five* lines.

1. (1) What do you mean by time value of money ?
- (2) What do you mean by explicit cost of capital ?
- (3) What do you mean by operating leverage ?
- (4) What do you mean by net operating income ?
- (5) What do you mean by perfect capital market ?
- (6) What do you mean by home-made leverage ?
- (7) What do you mean by independent projects ?
- (8) What do you mean by salvage value ?
- (9) What do you mean by retention ratio ?
- (10) What do you mean by scrip dividend ?
- (11) What do you mean by stock out cost ?
- (12) What do you mean by credit period ?

SECTION—B

Note :— Attempt any *two* questions carrying **10** marks each.
The length of answer to each question should be in upto *five* pages.

2. What are the objectives of financial management ?
Do you think that these objectives have undergone a change over the years ?
3. What do you mean by optimal capital structure ? How is the optimal capital structure determined with the help of traditional approach ?
4. What are the different sources of long term funds ?
Explain the risk return characteristics of different sources of long term funds.
5. (i) The equity shares of Haryana Handloom Ltd. are currently selling at Rs. 60 per share. The face value of the share is Rs. 10 per share. Currently the company is paying Rs. 6 per share as the dividend. From next year onwards the dividends are expected to increase at the rate of 4% per year forever. Estimate the cost of equity capital of the company.
- (ii) Debentures of Medhansh Food Stuff Limited has the face value of Rs. 100 each and bear 10% rate of interest. Debentures of this type currently yield 12%. What is the market price of the debentures of the company ?

SECTION—C

6. A choice is to be made between two competing projects which require an equal investment of Rs. 1,50,000 and are expected to generate net cash flows as under :

Project 1 Project 2

	Rs.	Rs.
End of year 1	75,000	30,000
End of year 2	45,000	36,000
End of year 3	30,000	54,000
End of year 4	Nil	75,000
End of year 5	36,000	24,000
End of year 6	18,000	12,000

The cost of capital of the company is 10 percent.

Which project proposal should be chosen and why ?

Evaluate the project proposals under :

- (a) Pay-back period
- (b) Discounted cash flow methods

pointing out their relative merits and demerits.

7. What do you mean by dividend policy ? Explain the significant factors affecting the dividend policy of a firm.
8. What are the objectives of receivables management ? Examine the main issues involved in receivables management.
9. What are the main considerations in cash management ? How would you determine the cash requirement of a firm ?

Exam. Code : 111805

Subject Code : 5018

Bachelor of Vocation (Retail Management) 5th Semester

ADVERTISING & SALES MANAGEMENT

Paper—BVRM-503

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt any **10** parts of question number **1** in Section A and **two** questions from each of the Sections B and C. Attempt very shortly the parts of question **1** as each part carries **1** mark and the answers to questions from Sections B and C should be limited to about **5** pages and each question from Sections B or C carries **10** marks.

SECTION—A

1. Attempt any **ten** parts :

- (a) What is advertising budget ?
- (b) Discuss the importance of advertising.
- (c) Is advertising a waste of funds ?
- (d) What is publicity ?
- (e) What is an ad-copy ?
- (f) Discuss the role of celebrities for advertising.

- (g) What is sales management ?
- (h) Discuss the nature and scope of sales management.
- (i) What is sales planning ?
- (j) What are the various qualities of a good sales manager ?
- (k) What is salesmanship ?
- (l) What is sales forecasting ? List its advantages.

SECTION—B

- 2. List the various objectives of advertising. How the advertising objectives are decided ? Discuss the concept of DAGMAR.
- 3. What is an advertising campaign ? What are the various types of advertising appeals ? Discuss the criteria for deciding the ad campaigns and the decision about type of ad appeal to be used.
- 4. What is promotion mix ? Discuss the various components of promotion mix and the role and significance of each component of the mix.
- 5. What is an ad agency ? What are its various types and functions ? Discuss in detail the role of advertising agencies in product promotion.

SECTION—C

- 6. What is sales training ? What is the need for training the sales force ? Discuss the various types of sales training methods..
- 7. What is sales force motivation ? How sales force can be kept motivated ?
- 8. What is sales organisation ? What are the various forms of sales organisation ? Discuss how a best form of sales organisation can be decided.
- 9. What is a sales territory ? Discuss the various bases for deciding about sales territories. Are sales territory decisions very important ?

Exam. Code : 111805

Subject Code : 5019

Bachelor of Vocation (Retail Management) 5th Semester

CUSTOMER RELATIONSHIP MANAGEMENT

Paper-BVRM-504

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION-A

Note : Attempt any **ten** questions. Each question carries **1** mark.

1. (a) Discuss the significance of CRM.
- (b) What are the stages of CRM Cycle ?
- (c) Write the stakeholders in CRM.
- (d) Define customer satisfaction.
- (e) Write the advantages of Service Quality.
- (f) Write the limitations of SERVQUAL Scale.
- (g) Discuss the components of Customer Satisfaction.
- (h) Define e-CRM.
- (i) What do you mean by Virtual Customer Representative ?
- (j) Define Customer Lifetime Value.
- (k) What are the factors affecting employee behaviour towards customer ?
- (l) What do you mean by Service Recovery Paradox ?

10×1=10

SECTION-B

Note : Attempt any **two** questions. Each question carries **10** marks.

2. Discuss the paradigm shift in marketing as a discipline over the years.
3. Define Customer Relationship Management. Discuss the significance and the success factors of CRM.
4. What do you mean by Customer Satisfaction ? Explain the various Customer Satisfaction Models in detail.
5. Define Service Quality. Briefly explain Service Quality Gaps. 10×2=20

SECTION-C

Note : Attempt any **two** questions. Each question carries **10** marks.

6. Define e-CRM. Discuss the technologies of e-CRM.
7. Write the meaning and characteristics of Data Mining. Discuss data mining tool and techniques.
8. Employee Relationship Management (ERM) is a new buzzword after Customer Relationship Management (CRM). Comment.
9. Discuss the customer relationship management practices in retail industry, hospital industry and banking industry. 10×2=20

Exam. Code : 111805

Subject Code : 5020

Bachelor of Vocation Retail Management

5th Semester

BUSINESS LAWS

Paper—BVRM-505

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Section A consists of **12** very short answer questions carrying **1** mark each out of which **10** questions have to be attempted. Section B and Section C consist of **4** questions each carrying **10** marks out of which **2** questions have to be attempted.

SECTION—A

1. Attempt any **ten** questions :
 - (i) Voidable Contract
 - (ii) Coercion
 - (iii) Agreements opposed to Public Policy
 - (iv) Meaning of “Goods” under Sales of Goods Act 1930
 - (v) Future Goods
 - (vi) Unpaid Seller
 - (vii) Distinguish between Bill of Exchange and Promissory Note
 - (viii) Holder in Due Course

- (ix) Types of Crossing
- (x) Definition of “Consumer” under Consumer Protection Act 1986
- (xi) Functions of State Commission
- (xii) Penalties under Consumer Protection Act 1986.

SECTION—B

- 2. Discuss the essential features of a valid contract.
- 3. Describe the modes of discharge of a contract under Indian Contract Act, 1872.
- 4. Discuss the various implied conditions and warranties under Sales of Goods Act 1930.
- 5. Who is an Unpaid Seller ? Discuss the Rights of an Unpaid Seller against the buyer and goods.

SECTION—C

- 6. Discuss the features of Negotiable Instruments under Negotiable Instruments Act, 1881.
- 7. What is Crossing of cheques ? Explain the different types of Crossing.
- 8. Discuss the important objectives and features of the Consumer Protection Act 1986.
- 9. Discuss the Grievance Redressal Machinery under Consumer Protection Act 1986.