

**Exam. Code : 111804**

**Subject Code: 4998**

**Bachelor of Vocation (Retail Management)**

**4th Semester**

**SUPPLY CHAIN MANAGEMENT**

**Paper—BVRM-401**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—**(1) Section A consists of **12** short answer type questions, the students are required to attempt any **10** for **1** mark each.

(2) Section B consists of **FOUR** questions and the students are required to attempt any **2** from this section for **10** marks each.

(3) Section C also consists of **FOUR** questions and the students are required to attempt any **2** from this section for **10** marks each.

**SECTION—A**

1. (i) Differentiate between a supply-chain and the value chain ?
- (ii) What is the role of physical distribution in supply-chain.
- (iii) Outline various participants in supply-chain.
- (iv) Outline span of supply-chain management.



- (v) What is supplier retailer collaboration ? Give examples.
- (vi) What is DRP ?
- (vii) What is total customer satisfaction ? How can it be achieved.
- (viii) What is purchasing cycle ?
- (ix) Outline a retail supply chain.
- (x) What is an ideal supply-chain organization structure ?
- (xi) What is MR ?
- (xii) List various types of utility supply chain management creates.

### SECTION—B

- 2. Discuss in detail the various components of a supply chain.
- 3. What is supply-chain management ? What are the various components of a supply-chain ?
- 4. Discuss the role of relationship marketing in supply-chain management. What do you understand by supplier development ? Give examples from Indian perspective.

- 5. What is integrated management of supply-chain ? Why is it important to have an integrated management ? Discuss how it helps achieve the objectives of supply-chain management. Give examples.

### SECTION—C

- 6. Discuss in detail the importance of information technology in supply-chain management.
- 7. Discuss the process of supplier selection. How does supplier selection influence the company competence ? Give examples.
- 8. Discuss in detail the supply-chain of a consumer durables company.
- 9. Write short notes on :—
  - (i) Supply-chain infrastructure in India.
  - (ii) CPFR.



**Exam. Code : 111804**

**Subject Code : 5001**

**Bachelor of Vocation (Retail Management)**

**4<sup>th</sup> Semester**

**DATABASE MANAGEMENT SYSTEM**

**Paper—BVRM-404**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**Note :—**(1) **Section A** will consist of **TWELVE** very short answer type questions with answer to each question up to **5** lines (**50** words) in length. Candidates are required to attempt any **TEN** questions; each question will carry **1** mark and total weightage being **10** marks.

(2) **Section B** will consist of **FOUR** questions from Part-I of the syllabus. The candidates are required to attempt any **TWO** questions which need to answer each question up to **5** pages in length. Each question will carry **10** marks. The total weightage of this section will be **20** marks.

(3) **Section C** will consist of **FOUR** questions covering Part-II of the syllabus. The candidates are required to attempt any **TWO** questions which need to answer each question up to **5** pages in length. Each question will carry **10** marks. The total weightage of this section will be **20** marks.



### SECTION—A

1. Answer the following :

- (a) What is Record ?
- (b) What is Database ?
- (c) What do you mean by DDL ?
- (d) What is inner join ?
- (e) What is the difference between primary key and unique key ?
- (f) What is the use of GROUP BY clause and what parameters are accepted by it ?
- (g) What are Constraints ?
- (h) What is sub query ?
- (i) What is Hierarchical model ?
- (j) Enlist the advantages of normalizing database.
- (k) What is the use of Intersection operator ?
- (l) List various responsibilities of DBA.

### SECTION—B

2. Explain and compare various Database Models.
3. Explain the Structure of Database System in detail.

4. Explain the various levels of Database System in detail.
5. Explain various Normalization forms in detail with examples.

### SECTION—C

6. What are Operators ? What are the various operations available in SQL ?
7. What are Join Methods ? Explain in detail various Join Methods in SQL with examples.
8. What do you mean by DCL ? Explain various commands used in DCL.
9. What is sequencing ? Explain in detail the various functions used to manipulate sequences.



**Exam. Code : 111804**

**Subject Code : 5003**

**Bachelor of Vocation (Retail Management)**

**4<sup>th</sup> Semester**

**LAB ON E-RETAILING AND RETAIL  
INFORMATION SYSTEM**

**Paper—BVRM-406**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**Note :—** Attempt **TEN** questions from Section A. Each question carries **1** mark. Attempt **TWO** questions each from Sections B and C. Each question carries **10** marks.

**SECTION—A**

1. (a) What is closed-loop marketing ?
- (b) What are the shortcomings of E-retailing ?
- (c) Define M-Commerce.
- (d) Differentiate between E-Commerce and M-Commerce.
- (e) What is the problem of trust in E-payments ?
- (f) What is Supply Chain Management ?
- (g) How is price discrimination provided in E-retailing ?
- (h) How security is provided in electronic payment systems ?

- (i) Define cyber intermediaries.
- (j) What is a virtual store ?
- (k) What is a shopping arcade ?
- (l) What is the purpose of service mails ?

### SECTION—B

2. What do you understand by E-Marketing ? How is E-marketing different from traditional marketing ? Explain in detail the advantages of E-marketing.
3. Lucidly explain the current trends and status of E-retailing in India.
4. What are the various E-Payment systems ? Discuss the advantages and limitations of each.
5. What is Marketing Mix ? Explain the composition of various components of marketing mix in the context of E-retailing.

### SECTION—C

6. What are the various strategies for online pricing ? Also discuss the factors affecting online pricing.
7. Elaborate in detail the various promotional strategies of E-retail business.
8. What are the contents for designing websites for online shopping marts ? What are the differentiating factors for online shopping portals ?
9. Discuss the new customized retail formats with examples.



Exam. Code : 111804

Subject Code : 5004

Bachelor of Vocation (Retail Management)  
4<sup>th</sup> Semester

ENVIRONMENTAL STUDIES—II

Paper—ESL-222

Time Allowed—3 Hours]

[Maximum Marks—50

**Note** :— The question paper consists of **three** Sections A, B and C.

(1) Attempt any **THREE** questions from Section A and restrict your answer to **2** pages.

(2) Attempt any **TWO** questions from Section B and restrict your answer to maximum of **4** pages.

(3) Attempt any **ONE** question from Section C and restrict your answer to a maximum of **5** pages.

**SECTION—A**

1. Biogeographical classifications of India.
2. Discuss noise pollution, its causes and mitigation measures.
3. What do you understand by Road Accident and First Aid ?
4. What are the aims and objective of Civil Defence ?
5. What is the role of NSS/any other social cause for service of society with appropriate examples ? 3×5=15

### SECTION—B

6. India as mega diversity nation. Justify this statement.
7. What do you understand by disaster management ? Discuss any recent disaster in India.
8. Role of information technology in environmental and human health.
9. How do you think that field visits to any local area to document environmental assets-river/forests/grassland/hills/mountains will help in better learning ? Document in your words about any such visit.  $2 \times 10 = 20$

### SECTION—C

10. Discuss entrepreneurship development in detail. What are the qualities of good entrepreneurship and role of financial planning and support service institutions in success of the new business ?
11. Discuss the role of an individual in prevention of pollution.  $1 \times 15 = 15$