

Sr. No. 5648

Exam.Code: 111806

Subject Code : 5025

**Bachelor of Vocation (Retail Management) - 6th Semester**  
**(2518)**

**Paper: BVRM-601**

**Retail Operations Management**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

Note: Attempt any ten questions from SECTION A. Attempt two question from SECTION B and SECTION C.

**SECTION A**

- i. Explain the importance of Just in time.
- ii. What are the advantages of centralized store?
- iii. Explain the importance of stock verification.
- iv. What are the risks associated with storage and warehousing?
- v. Explain briefly the objectives of in-store promotion.
- vi. Explain the use of retail information system to retailers.
- vii. What is the role of Business Intelligence in CRM?
- viii. Explain the concept and importance of retail audit.
- ix. Explain the concept of store management.
- x. Explain the concept of "The ladder of loyalty".
- xi. List the various media of Retail Advertising.
- xii. Differentiate between Private Brands Vs. National Brand

(1×10)

**SECTION B**

2. State the importance of strategic planning in a retail store, and enumerate the various steps in the planning process.
3. Explain the advantages and disadvantages of CRM to retail customers? Explain the procedure for developing and implementation of CRM for a retail company?
4. Discuss the strategies for managing supplier relationships. Explain different systems of Inventory Management.
5. Write short notes on the following :
  - a. Steps involved in category management
  - b. Advantages and disadvantages of developing Brands in retailing

(2×10)

**SECTION C**

6. Discuss the elements of a promotional mix and explain any one in relation to a retail store. Explain the ways of avoiding errors while communicating retail messages.
7. (a) "The heart of the selling process is the meeting that takes place between the prospect and the sales person". Comment on this statement in the context of retail business.  
(b) Describe the qualities that a sales person in a retail store should have to be successful
8. Discuss the need and importance of layout in a retail store. Explain the techniques to be followed in order to display the products in a retail store.
9. Explain the retail marketing strategy. Explain the evaluation and control of retail marketing strategy. Explain the operational aspects of strategy implementation

(2×10)

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**Exam. Code : 111806**

**Subject Code : 5026**

**Bachelor of Vocation (Retail Management)**

**6th Semester**

**MARKETING MANAGEMENT**

**Paper—BVRM-602**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**SECTION—A**

**Note :—Define any 10 terms.**

**10×1=10**

1. Write short notes on the following :

- (i) Marketing.
- (ii) Marketing Environment.
- (iii) Determinants of price.
- (iv) Marketing segmentation.
- (v) Packaging and labeling.
- (vi) Publicity and promotion.
- (vii) Green Marketing.
- (viii) Rural Marketing.
- (ix) Product Life Cycle.
- (x) Market measurement.
- (xi) New product development.
- (xii) Product Mix.

### SECTION—B

**Note :—** Attempt any **TWO** questions.  $10 \times 2 = 20$

2. What do you mean by positioning ? Discuss the importance of positioning and major bases of positioning a product.
3. What do you mean by marketing ? Discuss the nature and scope of marketing in detail.
4. What is Marketing Environment ? Discuss the concept of environment scanning in the context of Marketing Environment.
5. What is a product ? Explain the Product Life Cycle in detail with suitable examples.

### SECTION—C

**Note :—** Attempt any **TWO** questions.  $2 \times 10 = 20$

6. What is pricing decision ? Explain the Pricing process and strategies of price in detail with suitable examples from the Indian marketing sector ?
7. Discuss what are the new issues in Marketing in the 21st century and how are they important.
8. Define advertising. How is it different from personal selling and publicity (explain with example) ?
9. Discuss the functions and types of distribution channels in detail with examples.



Sr. No. 5650

Exam.Code: 111806

Subject Code : 5027

**Bachelor of Vocation (Retail Management) - 6th Semester  
(2518)**

**Paper: BVRM-603**

**Production and Operations Management**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

Note:

- I. Attempt 10 short answer type questions from Section-A, Each question carries 1 marks
- II. Attempt 2 questions each from Section-B and Section-C, Each question carries 10 marks.

**Section-A**

1. Write a shot on the following

- a. Operation Strategy
- b. Operation management
- c. Layout Analysis
- d. Network Analysis
- e. Work measurement
- f. Production system
- g. ERP
- h. Value engineering
- i. Environmental management
- j. Value added
- k. Mass customization
- l. Quality Control

**Section-B**

2. Define production management? Discuss the significance of production management in today's competitive environment.
3. What is production scheduling? Discuss various techniques of production scheduling.
4. What steps are involved in the development of product? Discuss with the help of examples.
5. Explains the concept of job design. What are various components of job design?

**Section-C**

6. Define Total Quality Management. What are the essentials of Total Quality Management? Discuss
7. Describe supply chain management. Discuss the impact of internet on supply chain management
8. Discuss the contemporary issues operation management.
9. What is ISO? What are the benefits of International standards to the industry, regulators and society? Discuss.

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**Exam. Code : 111806**

**Subject Code : 5028**

**Bachelor of Vocation (Retail Management)**

**6<sup>th</sup> Semester**

**TAXATION LAW AND PRACTICE IN BUSINESS**

**Paper—BVRM-604**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**SECTION—A**

**Note :—** Attempt any **TEN** questions out of **TWELVE**.

Answer to each question is to be in **5** lines. Each question carries **1** mark.

1. (a) What is VAT ?
- (b) Explain the term residential status.
- (c) What is Capital Asset ?
- (d) What do you mean by carry forward of losses ?
- (e) Define TDS.
- (f) Explain advance payment of tax.
- (g) Explain the term tax incidence.
- (h) What is Direct Tax ?
- (i) Explain the importance of Central Sales Tax.
- (j) Who is an Assessee ?
- (k) What is Previous Year ?
- (l) What is clubbing of Income ?

**10×1=10**



**SECTION—B**

**Note :—**Candidates are required to attempt any **TWO** questions out of **FOUR**. Answer to each question is to be in **5** pages. Each question carries **10** marks.

2. Explain the residential status of Individual, HUF and Company.
3. What are the features, merits and demerits of Indirect Tax ?
4. Explain in detail the various incomes exempted from tax.
5. Mr. P received following gifts during previous year 2015-16. On 9<sup>th</sup> April, 2015 on his birthday he received :
  - (a) Rs. 30,000 from his mother
  - (b) Rs. 15,000 from his grandmother
  - (c) Rs. 5,000 from mother's cousin
  - (d) Rs. 13,000 from his uncle
  - (e) Rs. 18,000 from his friend from Canada
  - (f) Rs. 25,000 from neighbours
  - (g) Rs. 15,000 from his aunt
  - (h) Rs. 16,000 from father's brother
  - (i) Also received imported goggles worth Rs. 30,000 and jewellery worth Rs. 60,000 from a friend from USA.

On 11<sup>th</sup> October, 2015 on his wedding he received :

- (a) Rs. 15,000 from his father
- (b) Rs. 21,000 from grandfather
- (c) Rs. 11,000 from paternal uncle
- (d) Rs. 8,000 from father's friend
- (e) Rs. 21,000 from his employer
- (f) Rs. 21,000 from uncle.

On 3<sup>rd</sup> December, 2015 he received a plot worth Rs. 5,00,000 from his grandmother's will.

On 11<sup>th</sup> December, 2015 his friend gifted him shares worth Rs. 10,000 and microwave worth Rs. 5,000.

His another friend gifted him paintings worth Rs. 11,000 on 2<sup>nd</sup> February, 2017.

Find out the amount of taxable gifts under Income From Other Sources for assessment year 2016-17.

2×10=20

**SECTION—C**

**Note :—**Candidates are required to attempt any **TWO** questions out of **FOUR**. Answer to each question is to be in **5** pages. Each question carries **10** marks.

6. Explain the various deductions from gross total income.
7. What do you mean by set off and carry forward of losses ?
8. Explain in detail the concept of tax deducted at source.
9. What are various provisions related to assessment of companies ?

2×10=20



Sr. No. 5652

Exam.Code: 111806

Subject Code : 5029

**Bachelor of Vocation (Retail Management) - 6th Sem. .**

**(2518)**

**Paper: BVRM-605**

**Elements of Salesmanship**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

**SECTION – A**

**(Note: Attempt any 10 questions. Each question carries 1 mark.)**

**(10 × 1 = 10)**

**1) Explain the following:-**

- a) Career Counselling
- b) Personal Selling
- c) Wholesale Salesman
- d) Training
- e) Costumer Profile
- f) Sales Talk
- g) Customer Perception
- h) Government Buyer
- i) Explain two functions of a salesman
- j) Factors that influence the purchase of a product
- k) What qualities should a Salesman possess?
- l) Sales Presentation

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Sr.No.5652

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**SECTION – B**

(Note: Attempt any 2 questions. Each question carries 10 marks.)

(10 × 2 = 20)

- 2) What are Incentives? Explain the Financial and Non-Financial Incentives.
- 3) What are the various sources of Recruitment?
- 4) What are the different methods of training used to train a salesman?
- 5) What is Salesmanship? Discuss the changing roles and functions of a Salesman.

**SECTION – C**

(Note: Attempt any 2 questions. Each question carries 10 marks.)

(10 × 2 = 20)

- 6) What do you mean by Buying Motive? Explain the various factors that influence the purchase of a product.
- 7) What is Sales Presentation? Explain the various steps involved in it.
- 8) Write a note on the shopping behaviour of a consumer.
- 9) Explain the methods which are used to identify customer perception that influence the decision regarding the purchase of the product.

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