

**Exam. Code : 111802**

**Subject Code : 4970**

**Bachelor of Vocation (Retail Management)**

**2<sup>nd</sup> Semester**

**COMMUNICATION SKILLS IN ENGLISH**

**Paper—BVRM—201**

**Time Allowed—3 Hours]**

**[Maximum Marks—35**

**Note :—** All the questions are compulsory. Each question carries **5** marks.

- I. What points are borne in mind while attending a telephone call ?
- II. What are the components of a good conversation ?
- III. You are Jasleen, a student of B.Voc. (Photography and Journalism). You are asked to speak on the theme of religious intolerance in India and some parts of the world. You are to address the morning assembly. How will you go about it ?
- IV. India should improve the health of its citizens with the help of private participation. Do you agree with the proposition ?
- V. You are Seerat. You are to stay at Mumbai for two days along with your friend. Book a double-room at a good hotel. Enquire about the services provided by the hotel.

VI. Write the following words in IPA symbols :

(i) Peacock

(ii) Bamboo

(iii) Singer

(iv) Improve

(v) Choose

(vi) Spread

(vii) Mother

(viii) Fifth

(ix) Toy

(x) But.

VII. Makes stress on the following words :

(i) Employee

(ii) Engineer

(iii) Consist

(iv) Again

(v) Blackbird

(vi) Afar

(vii) Magic

(viii) Capacity

(ix) Tomorrow

(x) Never.



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**Bachelor of Vocation (Retail Management)**

**2<sup>nd</sup> Semester**

**ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ**

**Paper-BVRM-202(i)**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**ਨੋਟ :-** ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ।

1. 'ਅੱਖਾਂ' ਲੇਖ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਲਿਖੋ।

**ਜਾਂ**

'ਮਨੁੱਖੀ ਅਧਿਕਾਰ' ਲੇਖ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਲਿਖੋ।

10

2. 'ਦਲਦਲ' ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ ਦੱਸ ਕੇ ਉਸਦੇ ਮੁੱਖ ਪਾਤਰਾਂ ਦਾ ਪਾਤਰ ਚਿਤਰਣ ਵੀ ਕਰੋ।

**ਜਾਂ**

ਮੋਹਨ ਭੰਡਾਰੀ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾ ਬਾਰੇ ਚਰਚਾ ਕਰਦਿਆਂ ਉਸਦੀ ਕਹਾਣੀ 'ਘੋਟਣਾ' ਰਾਹੀਂ ਉਸਦੀ ਕਹਾਣੀ ਕਲਾ ਬਾਰੇ ਚਰਚਾ ਕਰੋ।

10

3. ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਪ੍ਰਸੰਗ ਵਿਚ ਸ਼ਬਦ ਬਣਤਰ ਦੇ ਪੈਟਰਨਾਂ ਦਾ ਉਲੇਖ ਕਰੋ।

5

4. ਨਾਂਵ ਦੀ ਪਰਿਭਾਸ਼ਾ ਦੇ ਕੇ ਇਸ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਕਿਸਮਾਂ ਬਾਰੇ ਵੀ ਦੱਸੋ।

5



5. ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਤੇ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :  
(ੳ) ਕਿਸਾਨੀ ਜੀਵਨ ਵਿਚ ਪਰਾਲੀ ਅਤੇ ਨਾੜ (ਫਸਲਾਂ ਦੀ ਰਹਿੰਦ ਖੁੰਹਦ) ਨੂੰ ਸਾਂਭਣ ਦੀ ਸਮੱਸਿਆ।  
(ਅ) ਪੰਜਾਬੀ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਯੂਰਪ ਵੱਲ ਪ੍ਰਵਾਜ਼।  
(ੲ) ਸੜਕ ਹਾਦਸਿਆਂ ਦੇ ਮੁੱਖ ਕਾਰਨ। 5
6. ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਦਿੱਤੇ ਗਏ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਓ :

ਮਨੋਵਿਗਿਆਨੀ ਦੱਸਦੇ ਹਨ ਕਿ ਮਨ ਦੀ ਅਵਸਥਾ ਦਾ ਸਰੀਰ ਉੱਤੇ, ਅਰੋਗਤਾ ਉੱਤੇ ਅਤੇ ਦਿਮਾਗ ਉੱਤੇ ਬੜਾ ਪ੍ਰਭਾਵ ਪੈਂਦਾ ਹੈ। ਜੇ ਮਨ ਵਿਚ ਕਰੋਧ ਪੈਦਾ ਹੋ ਜਾਵੇ ਤਾਂ ਅੱਖਾਂ ਲਾਲ ਹੋ ਜਾਂਦੀਆਂ ਹਨ, ਸਰੀਰ ਕੰਬਣ ਲੱਗ ਪੈਂਦਾ ਹੈ, ਉਦਾਸੀ ਛਾ ਜਾਂਦੀ ਹੈ, ਕੋਈ ਕੰਮ ਕਰਨ ਤੇ ਜੀਅ ਨਹੀਂ ਕਰਦਾ, ਲਿਖਣ-ਪੜ੍ਹਨ ਦਾ ਕੰਮ ਉੱਕਾ ਨਹੀਂ ਹੋ ਸਕਦਾ। ਲਗਾਤਾਰ ਚਿੰਤਾ 'ਤੇ ਫਿਕਰ ਦੇ ਕਾਰਨ ਮਨੁੱਖ ਬੀਮਾਰ ਪੈ ਜਾਂਦਾ ਹੈ। ਬਲੱਡ ਪ੍ਰੈਸ਼ਰ ਹੋ ਜਾਂਦਾ ਹੈ। ਇਸ ਦੇ ਉਲਟ ਖੁਸ਼ੀ ਤੇ ਪ੍ਰਸੰਨਤਾ ਮਨੁੱਖ ਦੀ ਥਕਾਵਟ ਦੂਰ ਕਰ ਦਿੰਦੇ ਹਨ। ਚਿੰਤਾ, ਫਿਕਰ ਤੇ ਉਦਾਸੀ ਦੂਰ ਹੋ ਜਾਂਦੀ ਹੈ। ਹਰ ਕੰਮ ਚਾਅ ਨਾਲ ਕਰਨ ਦਾ ਜੀਅ ਕਰਦਾ ਹੈ। ਇਸ ਤੋਂ ਜਾਹਰ ਹੈ ਥਕਾਵਟ, ਉਦਾਸੀ ਤੇ ਚਿੰਤਾ ਫਿਕਰ ਦੂਰ ਕਰਨ ਲਈ ਮਨੋਰੰਜਨ ਦੇ ਸਾਧਨਾਂ ਦੇ ਪ੍ਰਬੰਧ ਕਰਨੇ ਬੜੇ ਜਰੂਰੀ ਹਨ। ਮਨੋਰੰਜਨ ਜਾਂ ਦਿਲ ਪ੍ਰਚਾਵੇ ਦੀ ਮਨੁੱਖੀ ਜੀਵਨ ਵਿਚ ਇਤਨੀ ਲੋੜ ਹੈ ਜਿਤਨੀ ਦਾਲ-ਭਾਜੀ ਵਿਚ ਨਮਕ ਦੀ ਅਤੇ ਭੋਜਨ ਵਿਚ ਚਟਨੀ ਆਚਾਰ ਦੀ। ਜਿਹੜਾ ਆਦਮੀ ਦਿਨ ਭਰ ਕੰਮ ਵਿਚ ਰੁੱਝਾ ਰਹਿੰਦਾ ਹੈ ਅਤੇ ਰਾਤ ਘਰ ਦੇ ਫਿਕਰਾਂ ਵਿਚ ਗੁਜ਼ਾਰ ਦੇਂਦਾ ਹੈ, ਉਸ ਦੀ ਨੀਂਦ ਤੇ ਭੁੱਖ ਘੱਟਣ ਲੱਗ ਪੈਂਦੀ ਹੈ ਤੇ ਉਹ ਬਿਮਾਰ ਪੈ ਜਾਂਦਾ ਹੈ।  
ਉਪਰੋਕਤ ਪੈਰਾ ਨੂੰ ਪੜ੍ਹ ਕੇ ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਵਿਚ ਉੱਤਰ ਦਿਓ :

- (1) ਕੀ ਮਨ ਦੀ ਅਵਸਥਾ ਦਾ ਮਨੁੱਖੀ ਸਰੀਰ ਤੇ ਪ੍ਰਭਾਵ ਪੈਂਦਾ ਹੈ ?

- (2) ਖੁਸ਼ੀ ਤੇ ਪ੍ਰਸੰਨਤਾ ਦਾ ਮਨੁੱਖੀ ਸਰੀਰ ਤੇ ਕੀ ਅਸਰ ਪੈਂਦਾ ਹੈ ?  
(3) ਇਸ ਪੈਰੇ ਦਾ ਢੁਕਵਾਂ ਸਿਰਲੇਖ ਦਿਓ।  
(4) ਲਕੀਰੇ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ ਲਿਖੋ।  
(5) ਕਿਹੜਾ ਮਨੁੱਖ ਬੀਮਾਰ ਹੁੰਦਾ ਹੈ ? 5

#### ਭਾਗ-ੳ

7. ਹੇਠ ਲਿਖੇ ਅਖਾਣਾਂ ਵਿਚੋਂ ਕਿਸੇ ਪੰਜ ਦੇ ਅਰਥ ਦੱਸ ਕੇ ਉਹਨਾਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋ :  
ਅੰਬਾਂ ਦੀ ਭੁੱਖ ਅੰਬਾਕੜੀਆਂ ਨਾਲ ਨਹੀਂ ਲਹਿੰਦੀ  
ਆਪਣੀ ਅਕਲ ਤੇ ਪਰਾਇਆ ਧਨ ਬਹੁਤਾ ਜਾਪਦਾ ਹੈ  
ਹੱਥ ਨੂੰ ਹੱਥ ਧੋਂਦਾ ਹੈ  
ਸੱਦੀ ਨਾ ਬੁਲਾਈ ਮੈਂ ਲਾੜੇ ਦੀ ਤਾਈ  
ਕਿੱਥੇ ਰਾਜਾ ਭੋਜ ਕਿੱਥੇ ਗੰਗੂ ਤੇਲੀ  
ਚੋਰ ਤੇ ਲਾਠੀ ਦੋ ਜਣੇ ਮੈਂ ਤੇ ਭਾਈਆ ਕੱਲੇ  
ਛੱਜ ਤਾਂ ਬੋਲੇ ਛਾਨਣੀ ਕਿਉਂ ਬੋਲੇ  
ਪਾਣੀ ਵਿਚ ਸੋਟਾ ਮਾਰਿਆ ਪਾਣੀ ਦੋ ਨਹੀਂ ਹੋ ਜਾਂਦੇ।

#### ਭਾਗ-ਅ

- ਹੇਠ ਲਿਖੇ ਮੁਹਾਵਰਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਪੰਜ ਦੇ ਅਰਥ ਦੱਸ ਕੇ ਉਹਨਾਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋ :  
ਸਿਰ ਤੇ ਹੱਥ ਧਰਨਾ, ਸਿਰ ਫੇਰਨਾ, ਹੱਥਾਂ ਦਾ ਸੁੱਚਾ ਹੋਣਾ, ਖੁੰਬ ਠੱਪਣੀ, ਕੌੜਾ ਘੁੱਟ ਭਰਨਾ, ਛੂ ਮੰਤਰ ਹੋ ਜਾਣਾ, ਜਾਨ ਸੁੱਕਣੀ, ਦੀਵਾ ਗੁੱਲ ਹੋਣਾ, ਫੂਕ ਨਿਕਲਣੀ। 5+5=10



**Exam. Code : 111802**

**Subject Code : 4972**

**Bachelor of Vocation (Retail Management) 2<sup>nd</sup> Semester**

**ਮੁੱਢਲੀ ਪੰਜਾਬੀ**

**Paper-BVRM 202(ii)**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਜ਼ਰੂਰੀ ਹਨ।**

**ਭਾਗ—ਪਹਿਲਾ**

1. (ੳ) ਸੰਯੁਕਤ ਸ਼ਬਦਾਂ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਕੋਈ ਪੰਜ ਸੰਯੁਕਤ  
ਸ਼ਬਦ ਲਿਖੋ। 5

(ਅ) ਈ, ਕਾਰ, ਦਾਰ, ਤਾ, ਲਾ, ਪਿਛੇਤਰ ਲਗਾ ਕੇ ਸ਼ਬਦ  
ਬਣਾਉ। 5

(ੲ) ਪੜਨਾਵ ਕੀ ਹੁੰਦਾ ਹੈ ? ਉਦਾਹਰਣਾਂ ਸਹਿਤ ਸਪਸ਼ਟ ਕਰੋ।

5

(ਸ) ਪੰਜ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ ਲਿਖੋ।

5

**ਭਾਗ—ਦੂਜਾ**

2. (ੳ) ਭਾਸ਼ਾ ਨੂੰ ਪਰਿਭਾਸ਼ਤ ਕਰੋ। 5

(ਅ) ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਮਹੱਤਵ ਬਿਆਨ ਕਰੋ। 5

(ੲ) ਗੁਰਮੁਖੀ ਲਿੱਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਬਿਆਨ ਕਰੋ। 5

**ਭਾਗ—ਤੀਜਾ**

3. (ੳ) ਸੰਯੁਕਤ ਵਾਕ ਕੀ ਹੁੰਦੇ ਹਨ ? 5

(ਅ) ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਕੀ ਹੁੰਦੇ ਹਨ ? 5

(ੲ) ਵਿਆਹ ਵਿੱਚ ਵਰਤੇ ਜਾਣ ਵਾਲੇ ਪੰਜ ਵਾਕ ਲਿਖੋ। 5



**Sr. No. 5634**

**Exam.Code: 111802**  
**Subject Code : 4973**

**Bachelor of Vocation (Retail Management) - 2nd Sem.**  
**(2518)**

**Paper: BVRM-203**

**Retail Shopper Behaviour**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

**Section A: Attempt any 10 questions. Each question carries 1 mark.**

1. Explain:
  - i) Nature of shopper behavior
  - ii) Types of shoppers
  - iii) Buying roles
  - iv) Buying decision making
  - v) Need recognition
  - vi) Brand choice
  - vii) Customer needs
  - viii) Social class influences on consumer buying behavior
  - ix) Shopper motives
  - x) Elements of shopper attitude
  - xi) Retail customer service
  - xii) Attitude measurement

**Section B: Attempt any 2 questions. Each question carries 10 marks.**

2. What is shopper behavior? What is the importance of understanding shopper behavior for retailers?
3. Explain the techniques for understanding the retail dynamics of customers.
4. Write short notes on:
  - a) Search for information
  - b) Buying decision process for products
5. Briefly explain :
  - a) Information search process of consumers
  - b) Motivation research

**Section C: Attempt any 2 questions. Each question carries 10 marks.**

6. What are consumer needs and motives? Why is it important to understand them?
7. Describe types of shopper behavior groups. Also write a note on opinion leadership.
8. What is perception? Explain the importance and meaning of perception.
9. What is shopper attitude? Explain attitude development process.

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**Bachelor of Vocation (Retail Management) - 2nd Sem.**  
**(2518)**

**Paper: BVRM-204**

**Human Resource in Retail Operations**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

**SECTION-A (Attempt any ten)**

10\*1=10

1. a) What is employee retention?
- b) Draw the diagram of process of selection.
- c) What are different On Job training methods?
- d) What is grievance redressal?
- e) What is HRP?
- f) What are assessment centers?
- g) What is the significance of training?
- h) What is labor turnover?
- i) Define training.
- j) What are organizational charts?
- k) What is recruitment?
- l) What are the various functions of HR in retail operations?

**SECTION-B (Attempt any two)**

2\*10=20

2. What do you mean by term retail management? What is its significance to the retailers?
3. What are the various methods of human resource planning? Discuss in detail.
4. How job specification is different from job analysis? Discuss various methods of job analysis?
5. Discuss in detail process of recruitment.

**SECTION-C (attempt any two)**

2\*10=20

6. What are the different types of wage systems? Discuss in detail.
7. Why labour participation in management is an essential factor to deal with employee turnover?
8. What are the various methods of Off Job training?
9. What is compensation planning? What is the need of having grievance redressal cells in an organization?

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**Exam. Code : 111802**

**Subject Code : 4975**

**Bachelor of Vocation (Retail Management)**

**2nd Semester**

**MANAGERIAL ECONOMICS**

**Paper—BVRM-205**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**SECTION—A**

1. Write short notes on the following :—  $10 \times 1 = 10$

- (i) Managerial insight.
- (ii) Economic theory.
- (iii) Extension in demand.
- (iv) Cross elasticity of demand.
- (v) Supply curve.
- (vi) Short run production function.
- (vii) Marginal cost.
- (viii) Producer's equilibrium.
- (ix) Shut down point.
- (x) Normal profits.

**SECTION—B**

**Note :—** Attempt any **TWO** questions. Each carries **10** marks.

$2 \times 10 = 20$

2. How does managerial economics help managers in business decision making ? Explain in detail.



3. What are economic problems ? Highlight tools of managerial economics which helps in resolving economic problems.
4. Define market equilibrium. Demonstrate impact of changes in quantity demand and quantity supplied on the market equilibrium.
5. Define elasticity of demand. Describe important factors determining elasticity of demand.

### SECTION—C

**Note** :— Attempt any **TWO** questions. Each carries **10** marks.

$$2 \times 10 = 20$$

6. Do you agree with the statement that 'Law of variable proportions' enables managers to take business decisions pertaining to maximization of production in the short run ?
7. Briefly explain following with examples:—
  - (i) Fixed and variable costs
  - (ii) Importance of Long run average cost curve in business decision making.
8. Why can't firms under perfect competition earn super normal profits in long run whereas it is possible to earn them in the short run ? Explain.
9. What do you mean by economic system ? Highlight role of government in different economic systems.

**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 ?  $1 \times 15 = 15$
11. Discuss the role of an individual in prevention of pollution.



**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.



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

**PTO**



Sr.No.5652

(2)

**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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