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6/8/24
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Exam Code: 113806
(40)

Paper Code: 6220

Programme: Bachelor of Vocation (Beauty & Wellness)
Semester-VI

Course Title: Entrepreneurship

Course Code: BVBL-6141

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section-I

1. Write the traits and features of entrepreneurship?
2. What do you mean by entrepreneurship and its types?

Section -II

3. Write the entrepreneurship skills? What are the different types of skills required?
4. How we develop an entrepreneurship? What are factors affecting?

Section -III

5. How we can arrange funds for Beauty Industry?
6. Explain the different types of sources to arrange funds in new business?

Section -IV

7. What legal process has to be followed to form a new enterprises?
8. How would you determine business? And how to get the License?

Paper Code: 6221

Programme: Bachelor of Vocation (Beauty & Wellness)

Semester: VI

Title – Human Resource Management

Course Code- BVBL-6142

Max. Marks: 80

Answer any five Questions, selecting atleast one Question from each section. The Questions attempted from any section. Each Question carries 16 marks.

Section-A

Importance of HRM.

Functions of HRM and discuss its role in an organization.

Section- B

Steps in job analysis and design.

Section –C

Steps in human resource planning?

Methods of HRP forecasting demand for employees.

Section –D

Recruitment policy also explains the contents of human resource

Sources of recruitment also explain its merits and demerits.

Exam Code: 113806
(40)

Paper Code: 6222

Programme: Bachelor of Vocation (Beauty & Wellness)
Semester-VI

Course Title: Merchandising and Retailing

Course Code: BVBL-6143

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

1. What do you mean by Merchandising? Discuss the qualities of merchandising. 16
2. What are types of Merchandising? Discuss in detail. 16

Section- B

3. Discuss the role and responsibility of retail fashion buyer. 16
4. What do you mean by Retailing? Elaborate Retailing format. 16

Section-C

5. How will you promote your retail product through marketing channels and relationship marketing? 16
6. Write notes on following:
- a) Publicity
 - b) Personal Selling 16

Section-D

7. Discuss the following:
- a) Purchase order
 - b) Selling price 16
8. What do you mean by costing? Write in detail. 16