

Exam. Code : 111801

Subject Code : 3427

Bachelor of Vocation (Retail Management)

1st Semester

FUNDAMENTALS OF MANAGEMENT

Paper-BVRM-103

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any **five** questions selecting at least **one** question from each section. All questions carry equal marks.

SECTION—A

1. Compare and contrast between F.W.Taylor and Henry Fayol's approach towards management.
2. Explain management is an art or science or both science and art. What are the major functions of management ? Explain.

SECTION—B

1. Give an account of various steps involved in planning. Discuss the factors for strategies, policies and planning premises.
2. Explain the advantages and limitations of different forms of organization.

SECTION—C

1. Discuss in detail about Herzberg's theory of motivators and satisfiers. Explain how motivation helps an organization to improve productivity.
2. Discuss the purpose and factors of performance appraisal. Discuss the merits and demerits of different methods of performance appraisal.

SECTION—D

1. Explain the steps in the process of controlling. Explain advantages and disadvantages of budgetary control.
2. Differentiate between coordination and cooperation. Discuss the techniques of coordination.

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BASICS OF RETAIL MANAGEMENT

Paper—BVRM-104

Time Allowed—3 Hours]

[Maximum Marks—50

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.

SECTION—A

1. Define Opportunities of Retailing in India. Discuss Social, Economic and Technological Compliments of Environment of Retailing Management in India.
2. Discuss the Retail Structure in India while outlining the factors which influence the retailing structure.

SECTION—B

3. Write short notes on the following :—
 - (a) Factors Influencing Retail Location.
 - (b) Visual Merchandising.
4. What is A Store Layout ? Explain Important Types of Store Layouts.

SECTION—C

5. Describe factors to be considered to have an Effective Merchandise Pricing Strategy.
6. Discuss Gaps Model and how it can be used to implement effective CRM Strategies.

SECTION—D

7. Discuss in detail the importance of handling complaints and objections in retailing. What different Methods can be used in order to handle objections and complaints in retail management ?
8. Explain the role of Information Systems and Retail management. Discuss how companies have used Information Systems to leverage themselves as competitive companies.