

Sr.No. 5641

Exam.Code: 111804

Subject Code : 7352

B. Voc. Retail Management - 4th Sem.**(2517)****Paper-BVRM-401: Supply Chain Management****Time allowed: 3 hrs.****Max. Marks: 50**

The question paper has 3 sections. Section A has 12 short answer types. Students are required to attempt any 10 questions from section A. Section B consists of 4 questions numbering 2,3,4 and 5. The candidates are required to attempt any two questions from section B. Section C consists of 4 questions numbering 6,7,8 and 9. The candidates are required to attempt any two questions from section c.

Section A

1.

- I. What is difference between logistics and supply chain management?
- II. Outline participants in supply chain.
- III. What is a market distribution network?
- IV. Outline various areas of work in supply chain management.
- V. Outline strategic role of purchasing in supply chain.
- VI. What is ERP?
- VII. What is bullwhip effect in SCM?
- VIII. What is supplier development?
- IX. List important decision phases in supply chain management.
- X. What is supply chain information systems?
- XI. What is organization structure?
- XII. Define partnership.

(10×1)=10**Section B**

2. Define supply chain management and the strategy activities of supply chain management. List two supply chain decisions that have a significant impact on supply chain profitability?
3. Discuss how a company can get marketing and operations to work together with the common goal of coordinating supply and demand to maximize profitability
4. Discuss in detail the process of integrated supply chain management?
5. Write short note on following
 - I. Relationship marketing and SCM
 - II. Supplier - Retailer collaboration

(10×2)=20**Section C**

6. Discuss how technology platform shifts have made supply chain IT systems more effective.
7. Discuss different organization structures in food and grocery.
8. Discuss the various criteria for supplier selection and development. Give examples.
9. Discuss recent trends in supply chain management.

(10×2)=20

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Sr.No. 5644

Exam.Code: 111804
Subject Code : 7355

B. Voc. Retail Management - 4th Sem.

(2517)

Paper-BVRM-404: Database Management System

Time allowed: 3 hrs.

Max. Marks: 50

Note : Attempt any ten questions from Section-A. Each Question Carry one mark. Attempt any two Questions from Section-B. Each Question carries 10 Marks. Attempt any two Questions from Section-C. Each Question carries 10 Marks.

Section-A

1.

1. Define database model.
2. What is database.
3. What is Record?
4. What is SQL?
5. Define normalization.
6. Enlist the advantages of normalizing database.
7. What is DDL?
8. What do you mean by GROUP BY Clause?
9. What is a sub query and what are the different types of subqueries?
10. What is a View?
11. What is an integrity constraint?
12. What is File?

Section-B

2. Explain the Structure of Database system in Detail.
3. What are the advantages and disadvantages of database system.
4. Explain the various database models in detail.
5. What is Normalization? Explain the various normal forms till BCNF with example.

Section – C

6. What is Oracle . What are the various features of Oracle.
7. What is DCL. Explain the various commands of DCL.
8. What are operators. Briefly explain the various operators available in SQL.
9. What is Security. Explain how security amongst the users is maintained in SQL.

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Exam.Code: 111804

Subject Code : 7356

B. Voc. Retail Management - 4th Sem.**(2517)****Paper-BVRM-405: Business Ethics****Time allowed: 3 hrs.****Max. Marks: 50**

*Note: 1. Attempt any TEN short answer type questions from Section A, each carrying 1 mark.
2. Attempt any two questions from Section B and any two questions from Section C carrying 10 marks each.*

SECTION A

Q1: Write short notes on any ten of the following:

- | | |
|-------------------------------------|-----|
| a) Ethics Training. | [2] |
| b) OECD. | [2] |
| c) Importance of Ethics. | [2] |
| d) Corporate Governance. | [2] |
| e) Code of ethics | [2] |
| f) Code of conduct. | [2] |
| g) Stakeholders' theory. | [2] |
| h) Agency theory. | [2] |
| i) The Role of Ethical culture. | [2] |
| j) Anglo American Model. | [2] |
| k) Japanese Model. | [2] |
| l) Ethics and corporate excellence. | [2] |

SECTION B

Note: Attempt any TWO questions from this Section carrying 10 marks each.

- Q2: Why should business be socially responsible? Give arguments for and against corporate social responsibility. [10]
- Q3: Discuss in detail the German Model and Indian Model of Corporate Governance Mechanism. [10]
- Q4: Discuss in detail the nature of Ethics. Also, tell why Ethics are important? [10]
- Q5: How is Corporate Social responsibility in India? Are Indian companies undertaking CSR initiatives? Give suitable examples. [10]

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SECTION C

Note: Attempt any TWO questions from this Section carrying 10 marks each.

Q6: Discuss in detail the requirements of ethics program in workplace. Also, tell the importance of managing ethics in the workplace. [10]

Q7: What is an Ethical Dilemma? What are the sources of ethical problems? [10]

Q8: What is the relationship between Business ethics and corporate excellence? How can organizations achieve corporate excellence through Business ethics? [10]

Q9: How should the code of conduct for employees be developed in an organization? Give suitable examples. [10]

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Sr.No. 5646**Exam.Code: 111804****Subject Code : 7357****B. Voc. Retail Management - 4th Sem.****(2517)****Paper-BVRM-406: Lab on E-Retailing & Retail Information System****Time allowed: 3 hrs.****Max. Marks: 50**

Note : Attempt any ten questions from Section-A. Each Question Carry one mark. Attempt any two Questions from Section-B. Each Question carries 10 Marks. Attempt any two Questions from Section-C. Each Question carries 10 Marks.

Section-A

1. Define Marketing Mix.
2. What is logistics management.
3. What is E-marketing.
4. Define EDI.
5. What is M-commerce.
6. What are Portable Stores.
7. Define Service Mails.
8. What is Online Pricing.
9. What is SCM.
10. What is E-commerce.
11. What is EPS.
12. What are Smart cards.

Section-B

2. What is E-marketing?. How E-marketing is different from traditional Marketing.
3. Discuss advantages and limitation of E-Retailing.
4. What is the current Status of e-retailing in India?
5. What is Electronic payment system? Explain the various E-payment systems.

Section – C

6. Explain the different methods of online pricing.
7. Explain the various promotional strategies of E-Retail Business
8. Explain in detail the various E-Retail Formats.
9. State the various market entry formulas for the new customized formats.

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Exam. Code: 111804
Subject Code : 7358**B. Voc. Retail Management - 4th Sem.****(2517)****Paper-ESL-222: Environmental Studies-II****Time allowed: 3 hrs.****Max. Marks: 50**

Section-A(15 marks): It consists of **five** short answer type questions. Candidates are required to attempt any **three** questions, each carrying **5** marks. Answer to any of the questions should not exceed **two** pages.

Section-B(20 marks): It consists of **four** essay type questions. Candidates are required to attempt any **two** questions, each carrying **10** marks. Answer to any of the questions should not exceed **four** pages.

Section-C (15 marks): It consists of **two** questions. Candidates are required to attempt **one** question which carries **15** marks. Answer to the question should not exceed **five** pages.

Section-A

1. What do you understand by Local Biodiversity?
2. What is Environmental Pollution? State its types.
3. What are the effects of Marine pollution?
4. What are Earthquakes? How is the severity of an earthquake measured?
5. How is environment related to human health?

Section-B

6. Differentiate between *In-situ* and *Ex-situ* conservation of Biodiversity?
7. What are the sources and effects of Noise Pollution?
8. What is Population Explosion?
9. What is Motor Vehicle Act, 1988.

Section-C

10. What are the causes of loss of Biodiversity? Describe them.
11. What is Solid Waste Management? Discuss in detail

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B. Voc. Retail Management - 4th Sem.

(2517)

Paper-BVRM-402: Merchandising Management

Time allowed: 3 hrs.

Max. Marks: 50

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

1. Explain:
 - i) Merchandise
 - ii) Merchandising management
 - iii) Buyer
 - iv) Category management
 - v) Visual merchandising
 - vi) Interior display
 - vii) Supply chain management
 - viii) Negotiating the purchase
 - ix) Inventory management
 - x) Financial merchandise management
 - xi) UCS
 - xii) VMI

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

2. What are the key merchandising functions? Also explain the factors affecting merchandising function.
3. Write a note on:
 - a) Merchandise hierarchy
 - b) Merchandise strategies
4. Describe the key sources of supply for buyers. Briefly explain the sources of identifying suppliers.
5. Explain display planning. What are the characteristics of effective displays?

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

6. Explain the steps involved in implementing merchandise plans.
7. Distinguish between logistics and inventory management. Briefly describe the key aspects of logistics management.
8. Give an overview of financial merchandise management.
9. Describe the cost and retail methods of accounting for FMM.

Sr. No. 5643**Exam. Code: 111804****Subject Code : 7354****B. Voc. Retail Management - 4th Sem.****(2517)****Paper-BVRM-403: Entrepreneurship Development****Time Allowed: 3 hrs.****Max. Marks: 50**

Note :- (1) Answer any TEN questions from Section A. Each question carries 1 mark.

(2) Answer any FOUR questions from Section B and C, selecting TWO questions from each section. Each question carries 10 marks.

1. Answer briefly:

- I. Functions of an entrepreneur
- II. Importance of entrepreneurship for economic development
- III. Risk taking ability of entrepreneur
- IV. Women entrepreneurs
- V. Significance of Entrepreneurship development programmes
- VI. "The ecosystem for growth of entrepreneurship in India is developing fast" Discuss.
- VII. Market assessment
- VIII. Licensing procedure for new business
- IX. Life cycle of a project
- X. Break even point calculation
- XI. Any two profitability ratios and their relevance
- XII. Make in India programme

(2×10=20)**SECTION B**

2. What are the most essential characteristics of a successful entrepreneur? **(10)**
3. What do you mean by entrepreneurial motivation? Discuss in detail **(10)**
4. Write in detail about the various institutions conducting Entrepreneurship Development programmes in India. **(10)**
5. Which are the various growth strategies adopted by organisations? **(10)**

SECTION C

6. Discuss the challenges faced by small enterprises. **(10)**
7. What is detailed project report? What are its various components? **(5,5)**
8. What are prerequisites for successful project implementation? **(10)**
9. Which are the various capital budgeting techniques used for investment analysis. Discuss their methodology along with their pros and cons. **(10)**

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