

Exam. Code : 111805

Subject Code : 3457

Bachelor of Vocation (Retail Management)

5th Semester

**BVRM-501 PERSONALITY & SOFT SKILL
DEVELOPMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

1. Short answer type questions. Attempt any 10 questions out of given 12 questions in Section A. (1 mark each)
 - (a) What do you mean by personality ?
 - (b) What is role of interactions in personality development ?
 - (c) What do you mean by ambivert ?
 - (d) What do you mean by paranoid personality disorder ?
 - (e) What do you mean by conditioning ?
 - (f) What do you mean by grapevine communication ?
 - (g) What are the skills needed for effective communication ?
 - (h) What is the best way to handle customer complaints?
 - (i) What do you mean by adaptation and controlling of emotions at workplace ?
 - (j) What are some personality traits ?
 - (k) What behavior is measured by the agreeableness personality trait ?
 - (l) Differentiate between soft skills and hard skills.

SECTION—B

Attempt **two** (10 marks each).

2. Define personality. State the importance of personality development. Discuss various components of personality development.
3. Discuss in detail Big Five dimensions of personality. Are the Big Five traits universal ? What factors influence the big five traits ?
4. Discuss various types of personality disorders. How these personality disorders can be treated ?
5. Write a detailed note on personality development at workplace and how changing personality enhances performance at workplace ?

SECTION—C

Attempt **two** (10 marks each).

6. State seven C's of effective communication. Explain in detail the process of effective communication.
7. What is etiquette in business communication ? Why business etiquette training is required ? Explain various business etiquette skills required for motivating and building teams.
8. What types of skills are required for telesales ? Explain various intrapersonal and interpersonal skills required in telemarketing.
9. What do you mean by customer service ? Explain in detail various soft skills required for internal customer service.

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FINANCIAL MANAGEMENT

Paper : BVRM-502

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note :— Attempt any **TEN** short answer questions from the following **TWELVE** questions carrying 1 mark each. The length of answer to each question should be in up to 5 lines.

1. (1) What do you mean by discounting of cash flows ?
- (2) What do you mean by implicit cost of capital ?
- (3) What do you mean by financial leverage ?
- (4) What do you mean by net income ?
- (5) What do you mean by perfect capital market ?
- (6) What do you mean by convertible debt ?
- (7) What do you mean by mutually exclusive projects ?

- (8) What do you mean by initial investment ?
- (9) What do you mean by payout ratio ?
- (10) What do you mean by interim dividend ?
- (11) What do you mean by inventory carrying cost ?
- (12) What do you mean by delinquent accounts ?

SECTION—B

Note :— Attempt any **TWO** questions carrying **10** marks each. The length of answer to each question should be in up to **5** pages.

2. What are the strategic functions of financial management ? Examine the significance of effective financial management.
3. Examine the relationship between capital structure and cost of capital. How is the optimal capital structure determined with the help of net income approach ?
4. What do you mean by capital structure ? Explain the significant factors affecting the capital structure decision of a firm.

5. Daulatpur Dyestuff Industries Ltd. has on its books the following amounts and specific costs of each type of capital :

Types of Capital	Book Value	Market Value	Specific Costs
	Rs.	Rs.	%
Debt	15,00,000	12,50,000	5
Preference Capital	7,50,000	8,75,000	10
Equity Capital	17,50,000	41,25,000	14
Retained Earnings	10,00,000	—	13.2
Total Capital	<u>50,00,000</u>	<u>62,50,000</u>	

Determine the weighted average cost of capital using

(a) Book value weights and (b) Market value weights. How are they different ? Can you think of a situation where the weighted average cost of capital would be the same using either of the weights ?

SECTION—C

Note :— Attempt any **TWO** questions carrying **10** marks each.

6. What do you mean by dividend policy ? Explain the Modigliani Miller view about the dividend policy of a firm.
7. What are the objectives of inventory management ? Examine the main issues involved in receivables management.

8. What do you mean by capital budgeting ? Explain the different capital budgeting techniques which can be used by a firm.
9. The Alka Co. Ltd. is considering the purchase of a new machine. Two alternative machines (A and B) have been suggested; each having an initial cost of Rs. 10,00,000 and requiring Rs. 2,00,000 as additional working capital at the end of 1st year. Earnings after taxation are expected to be as follows :

Year	Machine A Rs.	Machine B Rs.
1	1,00,000	3,00,000
2	3,00,000	4,00,000
3	4,00,000	5,00,000
4	6,00,000	3,00,000
5	3,00,000	2,00,000

The company has target of return on capital of 10% and on this basis, you are required to compare the profitability of the machines and state which alternative you consider financially preferable.

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**BVRM-503 ADVERTISING & SALES
MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any **10** parts of question number **1** in Section **A** and two questions from each of the Sections **B** and **C**. Attempt very shortly the parts of question **1** as each part carries **1** mark. Answers to questions from Section **B** and **C** should be limited to about **5** pages and each question from section **B** or **C** carries **10** marks.

SECTION—A

1. Attempt any **10** parts.
 - (a) What do you understand by the term 'Promotion'?
 - (b) What is an advertising campaign ?
 - (c) What is Sales Promotion ?
 - (d) What is Outdoor advertising ? List its various methods.
 - (e) What is an Advertising Research ?
 - (f) What can be the various advertising objectives ?
 - (g) Discuss the various types of sales training methods.
 - (h) Discuss the nature and scope of sales management.
 - (i) What are the various forms of sales organisation ?

- (j) What is a sales budget ?
- (k) What is a sales territory ?
- (l) List the various methods of sales forecasting.

SECTION—B

- 2. What is media research ? How media research helps in deciding about media campaign and message ? Discuss the various types of media for advertising.
- 3. What is and ad-copy ? Discuss the various guidelines for preparing and effective ad-copy.
- 4. Distinguish between advertising and publicity. Why good public relations are important for business growth ?
- 5. Discuss in detail a roll of Advertising Agencies in product promotion. List the various important functions of full service advertising agencies.

SECTION—C

- 6. What is sales force motivation ? How sales force can be kept motivated ? Discuss the various methods of sales force compensation.
- 7. What is personal selling ? Discuss its importance. Discuss the various guidelines for effective selling. What are the qualities of an effective salesman ?
- 8. What do you understand by the term 'Sales Planning' ? How an effective sales planning can be done ? Discuss the various advantages of a good sales planning.
- 9. How the performance of sales force can be measured ? How performance can be increased ? Discuss the various responsibilities of sales managers.

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Subject Code : 3460

Bachelor of Vocation (Retail Management)

5th Semester

**BVRM-504 CUSTOMER RELATIONSHIP
MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note :— Attempt any 10 questions. Each question carries 1 mark.

1. (a) Write the statement of Social Penetration Theory.
- (b) List the stages of Relationship
- (c) Write the meaning of Customer Satisfaction
- (d) Explain the attribution model of customer satisfaction
- (e) Discuss Service Quality Dimensions
- (f) List the various types of Services Quality Gaps
- (g) How is CRM different from e-CRM ?
- (h) What do you mean by Voice Portals ?
- (i) Write the meaning of Database Management
- (j) Define Customer Lifetime Value
- (k) What are the factors affecting employee behavior towards customer ?
- (l) Write the advantages of Service Recovery Management. 10×1=10

SECTION—B

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

2. Discuss the theoretical perspective of Relationship.
 3. Define Customer Relationship Management. Write a note on designing a CRM implementation Model.
 4. What do you mean by Customer Satisfaction ? Explain the methods of measuring Customer Satisfaction.
 5. What do you mean by 'Service Quality' as a concept ? Compare the two types of service quality measurement scales.
- $10 \times 2 = 20$

SECTION—C

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

6. Define e-CRM. Discuss the advantages of e-CRM.
 7. Discuss Data Warehousing in detail.
 8. Explain the essential steps of building Employee Relationship.
 9. Define Service Recovery. What are essentials of Service Recovery Management ?
- $10 \times 2 = 20$

Exam. Code : 111805

Subject Code : 3461

Bachelor of Vocation (Retail Management)

5th Semester

BVRM-505 : BUSINESS LAWS

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Section A consists of 12 very short answer questions carrying one mark each out of which 10 questions have to be attempted. Section B and Section C consist of 4 questions each carrying 10 marks out of which 2 questions each have to be attempted.

SECTION—A

1. Attempt any ten questions :

- (i) Void Contract
- (ii) Fraud
- (iii) Quantum Meruit
- (iv) Unascertained Goods
- (v) Distinguish between Sale and Hire Purchase
- (vi) Unpaid Seller
- (vii) Endorsement of Negotiable Instrument
- (viii) Dishonour of Negotiable Instrument
- (ix) Special Crossing
- (x) Definition of "Consumer" under Consumer Protection Act 1986

(xi) Functions of National Commission

(xii) Relief available to consumers under Consumer Protection Act 1986.

SECTION—B

2. Discuss the essential features of a valid contract.
3. Discuss the various remedies available to a party in case of breach of contract under Indian Contract Act, 1872.
4. Explain the essential features of a valid sale of goods. Distinguish between sale and agreement to sell.
5. Discuss the various types of goods under Sale of Goods Act, 1930.

SECTION—C

6. Discuss the features of Negotiable Instruments under Negotiable Instruments Act, 1881.
7. What is meant by Negotiation ? Explain the different modes by which negotiation of instruments can be effected.
8. Discuss the important features of the Consumer Protection Act, 1986.
9. Explain the jurisdiction of the various Forums/Commissions for the purpose of Consumer Protection Act, 1986.