

Exam Code: 122001
(60)

Paper Code: 1302

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Computer Applications in Retail

Course Code: BVRL-1125 ✓

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Briefly explain the various types of information systems in the hierarchy of an organisation. (14)
2. Write down the important components and benefits of electronic point of sales system in detail. (14)

Section-B

3. What are the various types of database management system? Also explain the various steps involved in the process of designing a database. (14)

4. Enumerate the various modern electronic payment method used at point of sales systems in detail. (14)

Section-C

5. What do you understand by enterprise resource planning? Briefly explain the various challenges and advantage of ERP system. (14)
6. Why data warehousing is significant? Also distinguish between data mining and data warehousing in detail. (14)

Section-D

7. What are the advantages of CRM Deployment? Also describe the various E-CRM tools used in customer relationship management. (14)
8. Mention the various essential components and challenges of e- tailing in detail. (14)

Programme	Paper Code: 1107	
	Course Code	Exam Code
Bachelor of Vocation (Retail Management)	BVRL-1031	122001
Bachelor of Vocation (Animation)	BVAL-1031	112801
Bachelor of Vocation (Nutrition and Dietetics)	BVNL-1031	510011
Bachelor of Vocation (Beauty and Wellness)	BVBL-1031	112601
Bachelor of Vocation (Artificial Intelligence and Data Science)	BVIL-1031	112901
Bachelor of Vocation (Hospitality and Tourism)	BVHL-1031	113001

Semester-I**Course Title: Basic Punjabi****ਸਮਾਂ: 3 ਘੰਟੇ****Marks: 70**

ਨੋਟ :- ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹਨ। ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।

ਸੈਕਸ਼ਨ - I

- 1) ਗੁਰਮੁਖੀ ਲਿਪੀ ਵਿੱਚ ਪੰਜਾਬੀ ਵਰਨਮਾਲਾ ਦੀ ਤਰਤੀਬ ਲਿਖੋ।
- 2) ਲਗਾਂ ਮਾਤਰਾਵਾਂ ਤੋਂ ਕੀ ਭਾਵ ਹੈ? ਪੰਜਾਬੀ ਦੀਆਂ ਲਗਾਂ ਮਾਤਰਾਵਾਂ ਬਾਰੇ ਉਦਾਹਰਨ ਸਹਿਤ ਜਾਣਕਾਰੀ ਦਿਓ।

ਸੈਕਸ਼ਨ - II

- 3) ਸੰਯੁਕਤ ਸ਼ਬਦ ਕੀ ਹੁੰਦੇ ਹਨ? ਉਦਾਹਰਨ ਸਹਿਤ ਲਿਖੋ।
- 4) ਹੇਠਾਂ ਲਿਖੇ ਪਿਛੇਤਰ ਲਗਾ ਕੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ ਬਣਾਓ।

ਊ, ਆਲਾ, ਈ, ਸ਼ਾਲਾ, ਦਾਨ, ਕਾਰ, ਮਾਨ

ਸੈਕਸ਼ਨ - III

- 5) ਬਾਜ਼ਾਰ ਨਾਲ ਸੰਬੰਧਿਤ ਸ਼ਬਦਾਵਲੀ ਦੇ ਕੋਈ ਦੱਸ ਸ਼ਬਦ ਲਿਖੋ।
- 6) ਕੋਈ ਦੱਸ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਦੱਸੋ।

ਸੈਕਸ਼ਨ - IV

- 7) ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ ਲਿਖੋ।
- 8) 1 ਤੋਂ 20 ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿੱਚ ਲਿਖੋ।

Paper Code: 1114

Programme	Exam Code	Course Code
Bachelor of Arts (Journalism and Mass Communication)	116401	BJMM-1102
Bachelor of Science (Fashion Designing)	119601	BFDM-1102 ✓
Bachelor of Science (Home Science)	119701	BHSM-1102
Bachelor of Computer Applications	117901	BCAM-1102 ✓
Bachelor of Science (Information Technology)	118001	BITM-1102 ✓
Bachelor of Science (Bio-Technology)	120601	BBTM-1102
Bachelor of Science (Medical Laboratory Technology)	509701	BMLM-1102
Bachelor of Vocation (Retail Management)	122001	BVRM-1102 ✓
Bachelor of Vocation (Animation)	112801	BVAM-1102 ✓
Bachelor of Vocation (Nutrition and Dietetics)	510011	BVNM-1102 ✓
Bachelor of Vocation (Beauty and Wellness)	112601	BVBM-1102 ✓
Bachelor of Vocation (Artificial Intelligence and Data Science)	112901	BVIM-1102 ✓
Bachelor of Vocation (Hospitality and Tourism)	113001	BVHM-1102 ✓

Semester I

Course Title: Communication Skills in English
(400)

Time Allowed: 3 Hours

Total Marks: 50

Note: The candidates will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 10 marks.

Section – A

1. Describe the PSQ5R model of reading.
2. Describe the three different kinds of purposes of reading.

Section – B

3. Read the following passage and answer the questions in multiple choice form mark (Tick) in front of the right answer:

In the workplace, the relationship between a mentor and a mentee is much like that between a teacher and a student. Mentors play a crucial role not just by sharing knowledge, but also by guiding mentees through their

career paths, much like teachers guide students through their education. A good mentor helps a mentee develop professionally and personally, offering support and advice based on their own experiences. This support is critical, as it can determine the success or failure of the mentee in their professional life. Like good teachers, successful mentors need to have strong personal qualities—they need to be understanding, patient, and empathetic. These traits allow them to be not just instructors, but also role models.

1. Mentors are important to mentees because they:

- A. Provide only technical knowledge.
- B. Focus solely on professional growth.
- C. Support both personal and professional development.
- D. Function as administrative figures.

2. The central idea of the passage is that:

- A. Mentorship and knowledge sharing are unrelated.
- B. A mentor's personal qualities significantly impact their effectiveness.
- C. Professional development does not require personal support.
- D. Mentors are similar to corporate leaders.

3. Why does the passage emphasize the mentor's personal qualities?

- A. Because it ensures a higher salary.
- B. Because it makes the mentor more authoritative.
- C. Because it affects the mentor's ability to guide effectively.

D. Because it is less important than professional knowledge.

4. According to the passage, what role does a mentor fulfill that is similar to a teacher's?

A. Giving lectures and presentations.

B. Guiding and shaping the mentee's career and character.

C. Evaluating performance strictly.

D. Setting professional standards.

5. Give a suitable title.

4. Read the following passage carefully and answer the question the follow:

A woman entered a bustling coffee shop dressed in a business suit and was immediately greeted warmly by a server who assumed she was a high-profile business

executive. She was promptly shown to the best seat in the house and given the special menu reserved for VIP guests. She browsed the menu but ordered only a coffee. As she sat sipping her drink, she observed the staff bustling about, largely ignoring other customers who were dressed more casually.

After some time, she called over the manager and asked why there was a difference in how customers were treated based on their attire. She explained that she had visited the same coffee shop a few days earlier wearing casual clothes and had received quite indifferent service. Her purpose today was to see if her dressing would influence the service she received. Upon making her point clear, she left a generous tip for the server but chose not to purchase more than a coffee.

1. Why did the server immediately greet the woman warmly?

2. Why was she given the special menu?
3. Why did the woman question the manager about the service?
4. What was the woman's reason for visiting the coffee shop again in a business suit?
5. What is the moral of the story?

Section – C

5. Write a letter to a store manager complaining about a pair of shoes you recently bought. Ask for a refund on the purchase.
6. Write a letter to thank your aunt for the thoughtful birthday gift she sent you. Express how much you liked the gift and how you plan to use it.

Section – D

7. Compose a notice to inform students about a guest lecture on Interview Skills.

8. Draft the minutes for a meeting where teachers discussed an upcoming college event and assigned tasks to different students.

Paper Code: 1103

Programme	Exam Code	Course Code
Bachelor of Vocation (Retail Management)	122001	BVRL-1421
Bachelor of Vocation (Animation)	112801	BVAL-1421
Bachelor of Vocation (Nutrition and Dietetics)	510011	BVNL-1421
Bachelor of Vocation (Beauty and Wellness)	112601	BVBL-1421
Bachelor of Vocation (Hospitality and Tourism)	113001	BVHL-1421
Bachelor of Vocation (Artificial Intelligence and Data Science)	112901	BVIL-1421

Semester-I

Course Title: Punjabi (Compulsory)
(200)

Time Allowed: 3 Hours**Max Marks: 70**

ਨੋਟ:- ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹਨ। ਹਰੇਕ ਭਾਗ ਵਿੱਚ ਦੋ-ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਗਏ ਹਨ। ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰੇਕ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ 14 ਹਨ।

ਭਾਗ-ੳ

1. ਹੇਠ ਲਿਖੇ ਕਾਵਿ-ਟੋਟਿਆਂ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਕਰੋ:-
 (ੳ) ਪਰ ਪੜ੍ਹ ਪੜ੍ਹ ਪ੍ਰਸਤਕ ਢੇਰ ਕੁੜੇ,
 ਮੇਰਾ ਵਧਦਾ ਜਾਏ ਹਨੇਰ ਕੁੜੇ।
 ਕੁਝ ਅਜਬ ਇਲਮ ਦੀਆਂ ਜ਼ਿੰਦਾ ਨੇ,
 ਮੈਨੂੰ ਮਾਰਿਆ ਕਿਉਂ, ਕੀ ਕਿੱਦਾਂ ਨੇ।
 ਮੈਂ ਨਿਸ਼ਚੇ ਬਾਝੋਂ ਭਟਕ ਰਿਹਾ।
 ਜੰਨਤ, ਦੋਜ਼ਖ ਵਿੱਚ ਲਟਕ ਰਿਹਾ।
 ਗੱਲ ਸੁਣਜਾ ਭਟਕੇ ਰਾਹੀਂ ਦੀ,
 ਇੱਕ ਚਿਣਗ ਮੈਨੂੰ ਵੀ ਚਾਹੀਦੀ।

(ਅ) ਕਮਦਿਲਾਂ ਨੂੰ ਦਿਲ, ਨਪਰਿਆ ਪਰ ਦਈਂ,
 ਹਰ ਸੁਹਾਗਣ ਦਾ ਰਹੇ ਜ਼ਿੰਦਾ ਸੁਹਾਗ,
 ਉਮਰ ਲੰਘਦੀ ਜਾ ਰਹੀਂ ਨੂੰ ਵਰ ਦਈਂ।
 ਤੋਤਲੇ ਬੋਲਾਂ ਦਾ ਰਾਖਾ ਖੁਦ ਬਣੀ,
 ਖੋਫ਼ ਹਰ ਕਾਤਿਲ ਦੇ ਸੀਨੇ ਤੇ ਭਰ ਦੇਈ।

2. ਜਵਾਨ ਪੰਜਾਬ ਦੇ' ਕਵਿਤਾ ਦਾ ਸਾਰ ਲਿਖੋ?
 ਜਾਂ
 ਅੱਜ ਆਖਾਂ ਵਾਰਿਸ ਸ਼ਾਹ ਨੂੰ ' ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ?

ਭਾਗ-ਅ

3. ਮਨ ਦੀਆਂ ਮਨ ਵਿੱਚ' ਇਕਾਂਗੀ ਦਾ ਸਾਰ ਲਿਖੋ?

4. ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਕੋਈ ਦੋ ਦਾ ਪਾਤਰ ਚਿਤਰਣ ਕਰੋ?

1. ਨਿਹਾਲ ਕੌਰ
2. ਰਾਮ ਪਰਸਾਦ
3. ਭਾਈ ਲਾਲੋ

ਭਾਗ-੮

5. ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਉੱਪਰ ਪੈਰਾ ਰਚਨਾ ਕਰੋ:-

1. ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ
2. ਵਾਤਾਵਰਣ ਦੀ ਸੰਭਾਲ
3. ਨਸ਼ੇ ਅਤੇ ਨੌਜਵਾਨ

6. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਨੂੰ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਓ:-

ਸ਼ਾਮ ਦੀ ਸੈਰ ਵੀ ਕਿੰਨੀ ਗੁਣਕਾਰੀ, ਸੁਹਾਵਣੀ ਤੇ ਸਵਾਸਥ-ਵਰਧਕ ਹੈ, ਸਾਰੇ ਦਿਨ ਦੀ ਮਿਹਨਤ ਨਾਲ ਤਨ-ਮਨ ਦੇ ਮੈਲੇ ਹੋਏ ਕੱਪੜੇ ਸ਼ਾਮ ਦੀ ਸੈਰ ਦੇ ਸਰਫ਼ ਨਾਲ ਤੁਰੰਤ ਸਾਫ਼ ਹੋ ਜਾਂਦੇ ਹਨ। ਦਿਮਾਗ ਉਜੱਲ ਹੋ ਜਾਂਦਾ ਹੈ। ਬੁੱਧੀ ਨਿਰਮਲ ਹੋ ਜਾਂਦੀ ਹੈ। ਇਉਂ ਜਾਪਦਾ ਹੈ ਕਿ ਸ਼ਾਮ ਦੀ ਸੈਰ ਤੁਰਦੀ ਫਿਰਦੀ ਟਕਸਾਲ ਹੈ, ਜਿਸ ਵਿੱਚ ਪੈ ਕੇ ਸੁਰਤਿ ਮਨ ਮਤ ਤੇ ਬੁੱਧੀ ਘੜੇ ਜਾਂਦੇ ਹਨ ਤੇ ਟਕਸਾਲੀ ਬਣ ਜਾਂਦੇ ਹਨ। ਯਾਰੇ ਸਿੱਕੇ ਵਾਂਗ ਹਰ ਥਾਂ ਚੱਲ ਸਕਦੇ ਹਨ। ਸ਼ਾਮ ਦੀ ਸੈਰ ਤੁਹਾਨੂੰ ਹਲਕਾ-ਫੁਲਕਾ ਕਰ ਦਿੰਦੀ ਹੈ, ਦਿਨ ਦੀ ਥਕਾਵਟ ਲਾਹੁੰਦੀ ਹੈ ਤੇ ਪੈਣ ਵਾਲੀ ਰਾਤ ਲਈ ਸੁਖਾਸਨ ਤਿਆਰ ਕਰਦੀ ਹੈ। ਤੁਸੀਂ ਤਰੇ-ਤਾਜ਼ਾ ਹੋ ਕੇ ਫੇਰ ਕੰਮ ਵਿੱਚ ਜੁੱਟ ਸਕਦੇ ਹੋ। ਰੱਜ ਕੇ ਭੋਜਨ ਛੱਕ ਸਕਦੇ ਹੋ। ਮਿੱਠੀ ਨੀਂਦ ਸੌ ਸਕਦੇ ਹੋ, ਲਾਲਚੀ ਡਾਕਟਰ ਨੂੰ ਆਪਣੇ ਤੋਂ ਪਰ੍ਹਾਂ ਰੱਖ ਸਕਦੇ ਹੋ।

ਪ੍ਰਸ਼ਨ:-

- (ੳ) ਸ਼ਾਮ ਦੀ ਸੈਰ ਨੂੰ ਟਕਸਾਲ ਕਿਉਂ ਕਿਹਾ ਗਿਆ ਹੈ?
- (ਅ) ਸ਼ਾਮ ਦੀ ਸੈਰ ਦੇ ਕਿਹੜੇ-ਕਿਹੜੇ ਗੁਣ ਹਨ।
- (ੲ) ਸ਼ਾਮ ਦੀ ਸੈਰ ਸਰੀਰ ਦੀ ਅਰੋਗਤਾ ਲਈ ਕਿਵੇਂ ਸਹਾਈ ਹੁੰਦੀ ਹੈ?
- (ਸ) ਲਕੀਰੇ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ ਲਿਖੋ।
- (ਹ) ਪੈਰੂ ਦਾ ਢੁਕਵਾਂ ਸਿਰਲੇਖ ਲਿਖੋ।

ਭਾਗ-ਸ

- 7. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਟਕਸਾਲੀ ਰੂਪ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਅਤੇ ਲੱਛਣਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ?
- 8. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਨਿਕਾਸ ਅਤੇ ਵਿਕਾਸ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਦਿਓ?

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Bachelor of Vocation (Hospitality and Tourism) - 113001
Bachelor of Vocation (Artificial Intelligence and Data Science) - 112901

Paper Code: 1111

Bachelor of Vocation (Retail Management)/ Bachelor of Vocation (Animation)/
Bachelor of Vocation (Nutrition and Dietetics) /Bachelor of Vocation (Beauty and
Wellness)/ Bachelor of Vocation (Artificial Intelligence and Data Science)/ /Bachelor of
Vocation (Hospitality and Tourism)

(Semester-I)

Course Title: Punjab History and Culture (From Earliest Times to C 320) (Special paper in
lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

Course Code: BVRL-1431/ BVAL-1431/BVNL-1431/BVBL-1431/BVIL -1431/ BVHL-
1431

Examination Time:3 Hours

Theory: 70

Candidates shall attempt Five questions in 800 words, by at least selecting at least one
Question from each Unit and the Fifth question may be attempted from any of the four
Units. Each question will carry 14 marks.

Unit-I

1. Discuss the physical features of the Punjab. What were social, economic and religious effects of those features?
2. Describe the literary and Archaeological sources of the ancient history of Punjab.

Unit-II

3. Study the Social and economic life of people of Indus Valley People.
4. Discuss the various theories regarding original home of Aryans in Punjab.

Unit-III

5. Briefly describe the religious and social life of people of Rig Vedic Age?
6. Briefly describe the religious and economic life of people of Later Vedic Age?

Unit-IV

7. What is the contribution of Mahatma Buddha.
8. Discuss the contribution of Mahavir Swami.

यूनिट-I

1. पंजाब की भौतिक विशेषताओं पर चर्चा करें। उन विशेषताओं के सामाजिक, आर्थिक और धार्मिक प्रभाव क्या थे?
2. पंजाब के प्राचीन इतिहास की साक्षरता एवं पुरातात्विक स्रोतों का वर्णन करें।

यूनिट II

3. सिंधु घाटी के लोगों के सामाजिक और आर्थिक जीवन का अध्ययन करें।
4. पंजाब में आर्यों के मूल निवास स्थान के संबंध में विभिन्न सिद्धांतों पर चर्चा करें।

यूनिट-III

5. ऋग्वैदिक युग के लोगों के धार्मिक और सामाजिक जीवन का संक्षेप में वर्णन करें?
6. उत्तर वैदिक युग के लोगों के धार्मिक और आर्थिक जीवन का संक्षेप में वर्णन करें?

यूनिट IV

7. महात्मा बुद्ध का योगदान क्या है?
8. महावीर स्वामी के योगदान की चर्चा करें।

Paper Code: 1122

Programme	Exam Code	Course Code
Bachelor of Vocation (Animation)	112801	BVAM-1113 ✓
Bachelor of Vocation (Retail Management)	122001	BVRM-1126 ✓

Semester-I

Course Title: Computer Fundamentals
(80)

Time Allowed: 3 Hours**Max Marks: 20**

Note: Attempt five questions, selecting one question from each section. The fifth question may be attempted from any section. All questions carry equal (4) marks.

(Section A)

1. Explain various output devices in detail.
2. a) Classify different types of computer.
b) Differentiate between RAM and ROM.

(Section B)

3. a) How a document is printed in a word processor?
b) What do you mean by margins?
4. Explain all the steps of mail merge wizard.

(Section C)

5. a) How a new presentation is created using templates?
b) How multimedia is added to the presentation?
6. a) What do you mean by setting up the slideshow?
b) What do you mean by transitions in a presentation?
How these are applied?

(Section D)

7. What is email? How it is created, sent, received and managed?
8. a) What is internet? List down its advantages and disadvantages?
b) What do you mean by URL?

Exam Code: 122001
(60)

Paper Code: 1300

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Fundamentals of Management

Course Code: BVRL-1323

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Define Management. Explain its nature and purpose in detail. (14)
2. Describe the Fourteen Principles of Management given by Henry Fayol. (14)

Section-B

3. Explain the meaning of objectives, policies, rules and procedure. How do they contribute to planning

process? Explain with the help of examples.

(14)

4. Explain various forms of organisation. Give the advantage and disadvantages of each form of organisation. (14)

Section-C

5. Describe briefly the steps involved in the process of staffing. (14)
6. Define leadership. Explain briefly the various styles of leadership. (14)

Section-D

7. What is coordination. Why it is called essence of management? (14)
8. Briefly explain nature and significance of controlling. (14)

FOR REAPPEAR CANDIDATES ONLY (2023-24).

Exam Code: 122001
(60)

Paper Code: 9101

Programme: Bachelor of Vocation (Retail
Management) Semester-I

Course Title: Basics of Retail Management

Course Code: BVRL-1324 ✓

Time Allowed: 3 Hours

Max Marks: 80

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

Section-A

1. Define Retailing. Discuss the scope and importance of retailing in an economy. (16)
2. Explain the various career opportunities or options available in Retailing. (16)

Section-B

3. What do you mean by strategic Planning in Retail? Explain strategic Retail Planning process also? (16)

4. What do you mean by visual Merchandising? What are the essentials of Successful visual Merchandising?

(16)

Section-C

5. What do you mean by merchandise buying and handling and explain its process? What precautions must be taken under this stage?
6. Elaborate the GAP s for improving service quality.

(16)

(16)

Section-D

7. Explain the retail store opening checklist as well as closing checklist.
8. Explain the concept of retail Management Information system. What are uses of MIS in retail business?

(16)

(16)

Exam Code: 122001
(60)

Paper Code: 1301

**Programme: Bachelor of Vocation (Retail
Management) Semester-I**

Course Title: Basics of Retail Management

Course Code: BVRL-1324

Time Allowed: 3 Hours

Max Marks: 70

Candidates are required to attempt five questions, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Define Retailing. Discuss the scope and importance of retailing in an economy. (14)
2. Explain the various career opportunities or options available in Retailing. (14)

Section-B

3. What do you mean by strategic Planning in Retail? Explain strategic Retail Planning process also? (14)

4. What do you mean by visual Merchandising? What are the essentials of Successful visual Merchandising?
(14)

Section-C

5. What do you mean by merchandise buying and handling and explain its process? What precautions must be taken under this stage? (14)
6. Elaborate the GAP s for improving service quality.
(14)

Section-D

7. Explain the retail store opening checklist as well as closing checklist. (14)
8. Explain the concept of retail Management Information system. What are uses of MIS in retail business?
(14)