Exam Code: 111805   Paper Code: 5215

Programme: Bachelor of Vocation (Retail Management) Semester-V
Course Title: Personality and Soft Skills Development
Course Code: BVRL-5321

Time Allowed: 3 Hours   **Max. Marks: 40**

Note: 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 8 marks.

Section–A

1. Mention the Freud psychoanalytical and Carl Jung theory of personality with suitable examples.

2. Briefly explain the Big Five model of personality development in detail.

Section-B

3. Explain the changes in personality and how to control emotions at workplace.

4. Explain the symptoms, causes and treatments of different personality disorder at workplace.

Section-C

5. Enumerate the major barriers to communication and give suggestions to remove them.

6. Explain the various business etiquette skills in detail.

Section-D

7. Explain the various ways to improve customer services and objection handling in detail.

8. Give us an example of a time you experienced excellent customer service. Can you identify what made it so memorable?

Exam Code: 111805   Paper Code: 5216

Programme: Bachelors of Vocation (Retail

Management) Semester-V

Course Title: Project Management

Course Code: BVRL-5322

Time Allowed: 3 Hours   Max. Marks: 40

Note: Candidates are required to attempt five questions, selecting at least one from each   section. The fifth question may be attempted from any section. Each question will carry 08 marks.

SECTION-A
1. What do you mean by Project Management? Explain the need and life cycle of a project?   (8)
2. 'Project identification is a continuous process'. Comment.   (8)

SECTION-B
3. How funds can be estimated in Project Management? Mention the sources from which funds can be raised?   (8)
4. 'Tax consideration plays vital role in project preparation' Explain.   (8)

SECTION-C
5. Briefly evaluate the term 'Performance Measurement'. How performance of a project can be measured?   (8)
6. Can liquidity and profitability be ensured with project management? If yes, elaborate.   (8)

SECTION-D
7. What do you mean by project control? Explain the purpose and process of project control in detail.   (8)
8. Write short note on:
   (a) Project Execution   (4)
   (b) Cost and time issues in project management.   (4)

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Exam Code: **111805**
(40)

Paper Code: 5217

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

Course Title: Advertising and Sales Management

Course Code: BVRL-5323

Time Allowed: 3 Hours

Max Marks: 40

Note: Candidates are required to attempt any five questions selecting at least one question from each section. Fifth question can be attempted from any section. All questions carry 8 marks.

SECTION A

1. What do you mean by advertising objectives? Write a detail note on DAGMAR approach used in setting of advertising objectives. (8)
2. Explain the significance and various functions of advertising agency in detail. (8)

SECTION B

3. Write down the various steps involved in the process of personal selling. (8)

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4. Elaborate the various types of internet advertising. Also mention its advantage and disadvantage. (8)

SECTION C

5. What do you mean by sale management? Briefly explain its nature in detail. (8)
6. Why sales organization is significant? Also describe its structure in detail. (8)

SECTION D

7. What is sales training? Briefly explain the various important steps required to conduct sales training.
   (8)
8. Why sales forecasting is important? Give a detail note on the various methods of sales forecasting. (8)

Exam Code: **111805**   Paper Code: 5218
    (40)

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

Course Title: Customer Relationship Management

Course Code: BVRL-5324

Time Allowed: 3 Hours   **Max Marks: 40**

Candidates are required to attempt five questions, selecting at least one from each section. Fifth question may be attempted from any section. Each question will carry 8 marks.

SECTION A

1. Discuss the evolution and theoretical perspectives of customer relationship management.   (8)
2. Discuss the challenges faced in the implementation of CRM and discuss the various social issues in CRM.

        (8)

SECTION B

3. Elaborately discuss the five dimensions of service quality.   (8)

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4. "Good customer intelligence can create great customer satisfaction". Justify the statement.   (8)

SECTION C

5. Define Customer Relationship Management systems and describe their business benefits.   (8)
6. What is the role of data mining and data Warehousing in CRM? Elucidate.   (8)

SECTION D

7. What do you mean by service recovery? Discuss the various service recovery strategies.   (8)
8. What is the process of employee engagement in CRM Project? Explain.   (8)

Exam Code: **111805** Paper Code: 5219
(40)

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

Course Title: Financial Management

Course Code: BVRL-5325

Time Allowed: 3 Hours Max Marks: 40

Note: Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question will carry 8 marks.

Section-A

1. "Maximisation of profits is regarded as the proper objective of investment decision, but it is not as exclusive as maximising shareholders wealth". Comment on this statement. (8)

2. What are the main sources of finance available to industries for meeting long-term financial requirements? Discuss. (8)

Section-B

3. Define cost of capital. Also explain the various components of cost of capital with suitable examples in detail. (8)

4. What do you mean by leverages? Also explain the various types of leverages in detail. (8)

Section-C

5. Critically explain the various theories of capital structure in detail. (8)

6. What do you understand by capital budgeting? Enumerate the major steps involved in the process of capital budgeting. (8)

Section-D

7. Explain the Modigliani and Miller's hypothesis of irrelevance of dividend theory. Does this hypothesis suffer from any limitations? (8)

8. What do you mean by receivable management? Explain the various factors affecting it in detail. (8)