

Exam Code: 111803

Paper Code: 3286-R

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

Course Title: E-Commerce

Course Code: BVRL-3322

Time Allowed: 3 Hours

Max. Marks: 80

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

SECTION-A

1. What do you mean by E-Commerce? Explain the history and different types of E-Commerce in detail. (16)
2. Explain the Following :
 - (i) Write the difference between Traditional Commerce and E-Commerce?
 - (ii) Give short note on role and importance of E-Commerce? (8+8=16)

SECTION-B

3. What do you mean by Electronic Data Inter-change? Explain its models with suitable example. (16)
4. Explain the concept of E-Service and its categories in detail. (16)

SECTION-C

5. What is E-Marketing? Explain 4Ps of E-Marketing with its advantages. (16)
6. Explain the requirements of E- Payment System and also explain various types of E- Payment System. (16)

SECTION-D

7. What do you mean by E- Security? Explain the various areas of Internet Security. (16)
8. Give detail note on following:
 - (i) E-Signature
 - (ii) Authentication Precaution for securing E-Commerce (8+8=16)

Exam Code: 226801

Paper Code: 1320-R

Programme: Master of Vocation (Retail Management)

Semester: I

**Course Title: Fundamentals of Retailing and Retail
Formats**

Course Code: MVRL-1321

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting at least 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 role and importance of retailer in distribution channel. (14)
2. What do you mean by store location? Explain in detail the various stages involved while choosing a store location. (14)

Section-B

3. Give a detail note on various benefits of retailing to wholesalers, Manufacturers and Customers with suitable examples. (14)
4. Discuss the role and importance of information systems in the changing retail environment. (14)

Section-C

5. What do you understand by store based retailing? Describe the various types of retail stores on the basis of ownership in detail. (14)
6. What are the various types of retail chain stores? Also explain its role and importance in Indian retail sector. (14)

Section-D

7. What are the various methods of direct selling? Also explain its advantages and disadvantages in detail. (14)
8. What is catalog marketing? Give a detail note on the role and importance of catalog marketing in retail industry. (14)

Exam Code: 218603

Paper Code: 3324-R

Programme: Master of Vocation (Retail Management)

Semester: III

Course Title: Retail Personnel Management

Course Code: MVRL-3324

Time Allowed: 3 Hours

Max Marks: 80

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 carries 16 marks.

Section-A

1. Write down about the evaluation and philosophy of management of human resource. Also explain the changing HRM trends in detail. (16)
2. Explain the need, importance and the various factors affecting human resource planning in detail. (16)

Section-B

3. Define employee recruitment. Also explain the various internal and external sources of recruitment in detail. (16)
4. What do you mean by employee training? Also explain the various on the job and off the job training methods. (16)

Section-C

5. What do you mean by retirement? Also explain the ways to manage Early Retirements, Lay-offs and Voluntary Turnover. (16)
6. Describe the various traditional and Modern methods of performance appraisal in detail. (16)

Section-D

7. Define fringe benefits. Explain the various forms and administration of fringe benefits in detail. (16)
8. What are the various Approaches to Managing Diversity? Also explain the various Challenges in managing employee diversity. (16)