

**Exam Code: 111806  
(20)**

**Paper Code: 6200**

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

**Course Title: Retail Operations Management**

**Course Code: BVRL-6321**

**Time Allowed: 3 Hours**

**Max Marks: 40**

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

**SECTION-A**

1. Write a detail note on Elements and Components of Retail Operations Management.
2. What do You understand by Supply Chain Management? Briefly explain the scope and innovations in Retail Supply Chain Management.

### **SECTION-B**

3. What do you mean by Category Management? Explain the role and importance of Category Management in Retail Industry.
4. Briefly differentiate between the Manufacturer's Brands and Private Label Brands.

### **SECTION-C**

5. What is Retail Market Strategy? Also Explain the various steps involved in the process of Strategic planning.
6. What are the objectives of Retail Promotion? Also Explain its role and importance in detail.

### **SECTION-D**

7. What is a Retail Store Layout? Also Explain the various steps involved in the process of store planning and layout in detail.
8. Define Store Promotion. Explain the various types of Retail Store Promotion.

**Exam Code: 111806  
(20)**

**Paper Code: 6201**

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

**Course Title: Marketing Management**

**Course Code: BVRL-6322**

**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 carries 8 marks.**

**SECTION-A**

1. Define Marketing Management. Elaborate the nature and scope of Marketing Management.
2. What is marketing environment? Explain micro and macro environment of business in detail.

**SECTION-B**

3. Explain market segmentation. Discuss the bases of segmenting a market.

4. Write a note on the concept of a product. Classify the products on the bases of traditional and modern approach.

#### **SECTION-C**

5. Discuss in detail the determinants and process of pricing of a product.
6. Explain the nature and types of distribution channels responsible for taking distribution decisions.

#### **SECTION-D**

7. Explain in detail the communication process followed for promotion and distribution decisions.
8. Define the term Consumerism. Mention the need, importance and types of consumerism.

**Exam Code: 111806  
(20)**

**Paper Code: 6202**

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

**Course Title: Production and Operations Management**

**Course Code: BVRL-6323**

**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. What do you mean by Production and Operation management? Briefly discuss its objectives and scope.
2. Explain the strategies and benefits of Capacity Planning Strategy.

**SECTION — B**

3. Explain the objectives and types of production scheduling.
4. What is Network Analysis? Explain the different techniques used in network analysis.

### **SECTION- C**

5. Explain the eight elements of Total Quality Control and also discuss its benefits.
6. What is Enterprise Resource Planning (ERP)? Discuss the steps for implementing a successful ERP system.

### **SECTION -D**

7. What steps are included in Value Analysis? and also explain the types of value analysis?
8. Briefly explain the following terms:-
  - (a) ISO 9000 — Quality management and Quality assurance standard
  - (b) ISO 9001 — Quality systems: Quality in design

Programme: **Bachelor of Vocation (Retail Management) Sem VI**

Course Title: **Business Laws**

Course Code: **BVRL-6324**

Time Allowed **3 hours**

Maximum Marks **40**

Serial no.	Instructions to the candidates	Marks
	Candidates are required to attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 08 marks.	
	<b>Section A</b>	
Q.1	What is the difference between agreement and contract? Explain the various types of agreements and contracts?	(08)
Q.2	Write short note on:	
a.	Coercion and Fraud	
b.	Agreements declared as Void	(4+4)
	<b>Section B</b>	
Q. 3.	What do you understand by Condition? What are implied conditions according to Sale of Goods Act?	(08)
Q.4.	What do you mean by delivery? Explain various rules regarding delivery of goods?	(08)
	<b>Section C</b>	
Q.5.	What do you mean by Negotiable Instruments? Explain various types of Negotiable Instrument?	(08)
Q. 6.	Write a detailed note on Assignment, Negotiation and Endorsement?	(08)
	<b>Section D</b>	
Q. 7.	Explain the need of Consumer Protection? What are the main features of Consumer Protection Act 1986?	(08)
Q.8.	What is redressal machinery for consumer dispute given in Consumer Protection Act 1986?	(08)

**Exam Code: 111806  
(20)**

**Paper Code: 6204**

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

**Course Title: Elements of Salesmanship**

**Course Code: BVRL-6325**

**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. Explain the concept of salesmanship? Explain the role, importance and functions of salesman
2. What are the various functions performed by salesman and importance of personal selling in the Context of Competitive Environment?

**Section —B**

3. What is the difference between Financial Incentives and Non-Financial Incentives? Discuss.

4. Explain the Sources of Recruitment of Sales Force and Methods of Training Salesmen.

#### **Section —C**

5. Explain Rational and Emotional buying motives of customer and various factors influencing purchase of a product.
6. Explain the Methods of Identifying Customer Perceptions influencing Decision Regarding Purchase of Product

#### **Section —D**

7. Explain the objectives setting for sales planning and planning for sales presentation, and importance of Sales Talk.
8. Write down the steps of sales presentation in detail also introduce any product by suitable example also highlight the benefits.