

L16 KRL-2  
1/12/23 (M)

**Exam Code: 111805**  
**(20)**

**Paper Code: 5217**

**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 at least one from each section. The fifth question may be attempted from any section. Each question carries 8 marks.**

**Section A**

1. Discuss the maturity- immaturity theory of Development of personality. Also highlight the factors affecting personality.
2. Discuss the big five dimensions of personality.

**Section B**

3. How can you determine the types of personality.
4. Discuss various personality disorders at workplace.

**Section C**

5. Highlight the significance of soft skills.
6. Briefly elaborate various business etiquettes skills.

**Section D**

7. Write a note on the tele-marketing skills.
8. Discuss the various ways to Improve customer service.

**Exam Code: 111805**

**Paper Code: 5218**

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

**Semester- V**

**Course Title: Project Management**

**Course Code: BVRL-5322**

**Time Allowed: 3 Hours**

**Max Marks: 40**

Attempt five questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 8 marks.

**Section-A**

1. What is Project Management? Explain the Project life cycle in detail.(8)
2. Explain project planning and its need and objectives in detail. (8)

**Section-B**

3. Explain the following terms in detail: (8)
  - A. Risk Analysis
  - B. Technical feasibility
4. Explain the Tax consideration in project preparation and its legal aspects. (8)

**Section-C**

5. What is social cost benefit analysis? Explain its scope and different approaches in detail. (8)
6. Define the term productivity and explain its types and factors affecting productivity. (8)

**Section-D**

7. What is Project Execution? Explain project control process. (8)
8. What do you mean by project time management? Explain its process and various challenges. (8)

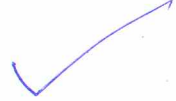
**Exam Code: 111805**  
**(20)**

**Paper Code: 5219**

**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:- Attempt five questions in all, selecting one question from each of the four sections (A-D). The fifth question may be attempted from any section. All questions carry equal (8) marks.**

**Section A**

1. What do you mean by advertising objectives? Explain different advertising objectives.
2. What is advertising agency? Discuss the different types of advertising agencies.

**Section B**

3. Write the difference between
  - a). Advertising and Personal Selling
  - b). Advertising and Publicity

4. What do you mean by advertising media? What are the factors influencing the selection of media

#### **Section C**

5. What do you mean by Sales territory? Discuss the procedure of setting sales territories.
6. What is sales organization? Describe the main departments of sales organization.

#### **Section D**

7. What do you mean by salesmen's training? Explain different methods of training salesmen.
8. What do you mean by sales force control? Explain the various sales force control techniques.

Exam Code: 111805

Paper Code: 5220

Programme: Bachelor of Vocation (Retail Management)

Semester- V

Course Title: Customer Relationship Management

Course Code: BVRL-5324 ✓

Time Allowed: 3 Hours

Max Marks: 40

Attempt five questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 8 marks.

**Section A**

1. What is Customer Relationship Management (CRM)? What are the types of Customer Relationship Management? 8
2. Explain CRM Cycle and CRM strategies in detail. 8

**Section B**

3. What are the components of customer satisfaction? Explain customer satisfaction models in detail. 8
4. Define Service Quality. Explain the methods of measuring service quality. 8

**Section C**

5. Explain key features of CRM software. What issues should be avoided while choosing CRM software? 8
6. What is e-CRM? Explain future e-CRM trends. 8

**Section D**

7. Explain the features and process of Rural CRM in detail. 8
8. Explain: (any two)
  - a) Customer life time value 4
  - b) Customer profitability 4
  - c) Customer recall management 4
  - d) Customer experience management 4



Exam Code: 111805

Paper Code: 5221

Programme: Bachelor of Vocation (Retail Management)

Semester: V

Course Title: Financial Management

Course Code: BVRL-5325

Time Allowed: 3 Hours

Max Marks: 40

Note: Attempt five questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 8 marks.

**Section-A**

1. Write down the significance and the various functional areas of financial management in detail. (8)
2. Explain the various compounding techniques of time value of money with suitable examples. (8)

**Section-B**

3. Critically examine the various approaches for the calculation of cost of equity share capital with suitable examples. (8)
4. Distinguish between "Operating Leverage" and "Financial Leverage" with suitable illustrations. (8)

**Section-C**

5. Define capital structure. Also explain the major determinants of capital structure in detail. (8)
6. Explain in detail the various traditional and time adjusted techniques of capital budgeting. (8)

**Section-D**

7. What do you mean by stable dividend policy? Do you recommend the stable dividend policy? Explain the reason of your answer. (8)
8. Write down about the various tools and techniques of inventory management in detail. (8)

(For Reappear Candidates (2021- 22), (2022-23))

**Exam Code: 111205**

**Paper Code: 9507**

**Programme: Bachelor of Vocation (Textile Design and Apparel Technology), Semester: V**

**Course Title: Soft Skills and Communication**

**Course Code: BVTL-5101** ✓

**Time Allowed: 3 Hours**

**Max Marks: 40**

**Note:** Attempt five questions in all selecting atleast one question from each section and the fifth question can be attempted from any of the four sections. Each question carries eight (8) marks. **(8x5=40 marks)**

**SECTION - A**

1. What guidelines should be followed while attending telephone calls?

OR

2. What tips should be followed for writing an effective email?

**SECTION -B**

3. What do understand by organisational barriers and cross cultural barriers in communication? What can be done to overcome them?

OR

4. Write a situational dialogue between two textile designers on problems faced in their industry.

**SECTION-C**

5. What is the essence of body language? How body language plays a significant role in communication?

OR

6. What communication skills should a leader possess for effective leadership?

**SECTION-D**

7. It is imperative to know the art of social media handling. Explain.

OR

8. What is the importance of effective communication? Explain.



**Exam Code: 111205**

**Paper Code: 5229**

**Programme: Bachelor of Vocation (Textile Design & Apparel  
Technology) Semester: V**

**Course Title- Textile Production Techniques**

**Course Code: BVTM-5233**



**Time Allowed: 3 Hours**

**Max Marks: 50**

**Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 10 marks.**

**Section - A**

Ques1. What do you know about Weaving? Discuss main Operations in weaving. (10)

Ques2. Discuss weaving looms and its types. (10)

**Section - B**

Ques3. Write in detail about Fancy Weaves with the help of diagrams. (10)

Ques4. Distinguish between Weft Knitting and Warp Knitting. (10)

**Section - C**

Ques5. What is knitting? Explain the origin and history of knitting technology. (10)

Ques6. Write in detail about the types of knitting machines and its uses. (10)

**Section - D**

Ques7. Elaborate defects in woven Fabrics in detail. (10)

Ques8. Explain different methods of fabric formation. (10)