

Exam Code: 218603
(20)

Paper Code: 3321

Programme: Master of Vocation (Retail Management)
Semester-III

Course Title: Retail Marketing Research

Course Code: MVRL-3321 ✓

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions selecting at least one question from each section. The fifth question can be attempted from any section. Each questions carry equal (16) marks.

Section A

1. What is Research? What are its characteristics? 16
2. What are the areas of Rural marketing research? Explain its objectives, methods and limitations in detail. 16

Section B

3. Explain the characteristics, functions and components of Research Design in detail. 16
4. What do you mean by Primary Data and Secondary Data? Explain the methods of collection of Primary and

Secondary data along with their advantages and disadvantages. 16

Section C

5. What is a Questionnaire? What do you mean by Questionnaire Design? Explain the process of Questionnaire Design? 16
6. What is a Research Report? Explain the types of Research report. 16

Section D

7. What do you mean by Consumer Market Research? Explain the characteristics and scope of consumer market research? 16
8. Discuss in detail the relevance of marketing research in Advertising Research, Media Research, and Shopping Research. 16

Exam Code: 218603
(20)

Paper Code: 3322

Programme: Master of Vocation (Retail Management)
Semester-III

Course Title: Business Ethics and Corporate Social Responsibility

Course Code: MVRL-3322 ✓

Time Allowed: 3 Hours

Max Marks: 80

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

Section-A

1. What is the importance and need for business ethics? Explain the theories of Ethics-Friedman's Economic theory, Kant's Deontological theory in detail.
(16)
2. List the three basic ethical theories with an example of each in practice. Identify the limitations of each theory.
(16)

Section-B

3. Distinguish between code of ethics and code of conduct Explain the Ethics in Marketing and Advertising,

Accounting, Information Technology, Copyrights and Patents. (16)

4. Define Corporate Governance. Explain the principles of Corporate Governance & failure of Corporate Governance and its outcomes. (16)

Section-C

5. What is Corporate Social Responsibility? Explain the scope and relevance and Importance of CSR in Society. (16)
6. Explain in detail Corporate Social Responsibility-Concept, scope & relevance and importance of CSR in contemporary society and models for implementation of CSR (16)

Section-D

7. How are Corporate Governance and Corporate Social Responsibility related to each Other? and also explain the environmental concerns of CSR. (16)
8. Describe the benefits of CSR and CSR Policy towards Shareholders, Creditors, Government Consumers, Employees and Workers and Society. (16)

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Exam Code: 218603
(20)

Paper Code: 3323

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

Course Title: International Retailing

Course Code: MVRL-3323 ✓

Time Allowed: 3 Hours

Max Marks: 80

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

Section A

1. Discuss store based and non-store based retail formats along with its advantages and disadvantages. (16)
2. (a) Write a note on global marketing mix in international retailing (8)
(b) What is non- traditional retailing? Discuss forms of non-traditional retailing. (8)

Section B

3. What is international retailing environment? Explain the micro and macro affecting the international retailing?
(16)
4. Write notes on:
 - (a) Franchising (4)
 - (b) Divestments and With drwals (4)
 - (c) Wholesaling and Exporting (4)
 - (d) Flagship Stores (4)

Section C

5. Explain the various theories of retail location and factors affecting retail location & retail layout (16)
6. Explain the importance and methods of employee training in retail store? (16)

Section —D

7. What do you mean by strategic sourcing and Procurement? Explain the necessary steps for its implementation. (16)
8. Define retail supply chain management system and Describe some of the logistics "culture" challenges faced by international retail organisations. (16)

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Exam Code: 218603
(20)

Paper Code: 3324

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: Attempt 5 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. What do you mean by personnel management? Explain its nature, scope & significance. (16 marks)
2. Explain the various factors affecting human resource planning in detail. (16 marks)

SECTION B

3. What do you mean by selection process? What are the various problems associated with selection? (16 marks)
4. What are the various methods of training? Explain these methods in detail. (16 marks)

SECTION C

5. Explain the various methods and techniques of performance appraisal. (16 marks)
6. Explain the following terms:
 - a) Employee separation
 - b) Early Retirement
 - c) Lay Offs
 - d) Job Evaluation (16 marks)

SECTION D

7. Explain the concept of employees remuneration and its components. What are the various factors influencing employee remuneration. (16 marks)
8. What is incentives? Explain the importance and process of incentives. (16 marks)

Exam Code: 226801

Subject Code: 1323

Programme: Master of Vocation (Retail Management) Semester I

Course Title: Economics of Retail

Course Code: MVRL-1324 ✓

Time Allowed: 3 Hours

Maximum marks: 70

Note: 1.) Question paper comprises of four sections.

2.) Each section contains two questions with internal choice.

3.) Candidates are required to attempt five questions, 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. Define retail economics. What are the benefits and contribution of retail industry in Indian economy?
2. What are the types of competition? Analyze these competitions with special reference to retail industry.

Section B

3. Critically examine the Keynes psychological law of consumption. Also discuss its implications.
4. Distinguish between demand and supply function. How is equilibrium price of a commodity determined with the help of demand and supply function?

Section C

5. What is perfect competition? Explain the price determination under perfect competition in the short period and long period.
6. Define the monopoly and its features. How price and output are determined under monopoly.

Section D

7. What are the different methods of pricing? Write a note on the profit policies of the government.
8. Define cost-volume-profit (CVP) analysis. Discuss the assumptions, components and advantages of CVP analysis. Also discuss the steps for calculating CVP analysis.