

Lib

K.M.V. - I
28/11/23 (E)

Exam Code: 218601
(20)

Paper Code: 1339

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: 80

Instructions to candidates: Attempt FIVE questions in all selecting at least ONE question from each Section. Fifth question may be selected from any Section. All questions carry equal marks (16 Marks each)

SECTION A

1. What do you understand by the term retailing? Explain its features and scope also.
2. Explain the different distribution channels. Also explain the retail communication mix.

SECTION B

3. What is Retail Management Information System? Explain in detail.
4. "It comes as no surprise that E-commerce is one of the key retail trends of 2021 Elaborate in detail.

SECTION C

5. Who is a retailer and how the retailers are classified?
6. What is the difference between:
 - a. Supermarket and Hypermarket
 - b. Chain store and Franchise store

SECTION D

7. How has the World Wide Web brought a change in the World of direct marketing and selling? Explain with examples.
8. Write a detailed note on:
 - a. Telemarketing
 - b. Catalog marketing

Exam Code: 218601
(20)

Paper Code: 1340

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

Course Title: Accounting for Retail Managers

Course Code: MVRL-1322 ✓

Time Allowed: 3 Hours

Max Marks: 80

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

Section A

1. Define Accounting. Explain the objectives and importance of accounting. (16)
2. What do you mean by Accounting Process? Explain the of conventions of accounting in detail. (16)

Section B

3. Give distinction between Management Accounting & Financial Accounting. Explain the importance of management accounting. (16)
4. Explain:
 - a) Functions of Management Accountant (8)
 - b) Limitations of Management Accounting (8)

Section C

5. Prepare comparative statement of profit and loss of Siya Ltd. from the following information and comment on its profitability position.

| Particular | 31 st March 2017 | 31 st March 2018 |
|----------------------------|-----------------------------|-----------------------------|
| Revenue from operations | 3,50,000 | 5,50,000 |
| Dividend Received | 4,000 | 5,000 |
| Purchase of stock in trade | 60,000 | 1,30,000 |
| Change in inventories | 6,000 | 15,000 |
| Salaries | 28,000 | 49,000 |
| Bad debts | 4,000 | 2,000 |
| Commission received | 3,000 | 1,000 |
| Interest paid on loan | 3,600 | 8,400 |
| Bonus | 6,000 | 7,000 |
| Carriage out sward | 2,000 | 4,000 |
| Tax paid | 30% | 30% |

(16)

6. Define Costing. Explain the various methods and techniques of costing. (16)

Section —D

7. What do you mean by Activity Based Costing (ABC)? Explain the necessary steps required for the implementation of ABC. (16)
8. What is Life Cycle Costing? Explain the process of life cycle costing in detail. (16)

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7/12/23 (Exp) KMV-I
Exam Code: 218601
(20)

Paper Code: 1341

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

Course Title: Foundations of Management

Course Code: MVRL-1323 ✓

Time Allowed: 3 Hours

Max Marks: 80

Attempt FIVE questions in all selecting at least ONE question from each Section. Fifth question may be selected from any section. All questions carry equal marks (16 Marks each)

SECTION A

1. Explain the various approaches to management and the stages of evolution of management.
2. What is Management by Objectives (MBO)? Explain its process, advantages and limitations.

SECTION B

3. What do you mean by span of management? What are the factors that help in determining the effective span?
4. What is the difference between:
a) Rules and Policies

b) Decentralization and Departmentation

SECTION C

5. Explain the steps involved in delegation of authority. What are the obstacles to delegation and how they can be eliminated?
6. What is performance appraisal? Why is it required in organizations and what is its process?

SECTION D

7. Explain the leadership theories in detail.
8. What do you understand by controlling? What is the process of controlling and why is it important?

Exam Code: 218601
(20)

Paper Code: 1342

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

Course Title: Economics of Retail

Course Code: MVRL-1324

Time Allowed: 3 Hours

Max Marks: 80

Candidates are required to attempt five questions in all selecting at least one from each section. The fifth question may be attempted from any section. Each question carries equal marks.

Section-A

1. Write a brief note on the following. Do any Two:-
 - a. Global environment
 - b. Define legal environment
 - c. Types of competitions 16
2. Explain the benefits of Retail economics. 16

Section-B

3. Define Price elasticity of demand. Explain its method of measuring. 16
4. What is consumption. Explain its main Determinants. 16

Section-C

5. How the Price and output determination in Perfect competition in long Period. 16
6. Define Monopoly and its main sources. 16

Section-D

7. Explain the meaning of profit and main Policies of the Govt. regarding profit Planning. 16
8. Define the following:- Do any two
 - a. Profit analysis
 - b. Cost-volume
 - c. Price and output decisions. 16

Exam Code: 218601
(20)

Paper Code: 1343

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

Course Title: IT Applications in Retail

Course Code: MVRL-1325 ✓

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 equal marks.

SECTION A

1. What do you mean by mail merge? Write steps to create mail merge letter. (16)
2. Explain the followings terms of MS Word:
 - a) Header and footer
 - b) Borders and Shading
 - c) Insert tab
 - d) Print a document (4x4=16)

SECTION B

3. What do you mean by Worksheets in excel? Explain its features and functions. (16)
4. How to link different sheets and how to apply query on data in MS Excel? (16)

SECTION C

5. Give a detailed note on Electronic cash registers. (16)
6. What do you mean by Information System and explain its various types. (16)

SECTION D

7. Give a detailed note on traditional and modern electronic payment methods used in retail sector. (16)
8. What do you understand by ERP? Discuss the various modules and advantages of ERP. (16)

Exam Code: 218601
(20)

Paper Code: 1344

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

Course Title: Fundamentals of E-Retailing

Course Code: MVRL-1326



Time Allowed: 3 Hours

Max Marks: 80

Candidates are required to attempt five questions in all, selecting at least one question from each section. Each question carries 16 marks.

SECTION-A

1. Explain the transition from traditional marketing to E-marketing along with the challenges for such transition.
2. (i) Write any four shortcomings of E Retailing?
(ii) What is meaning of online brand management?

SECTION-B

3. Explain the scope of E- Marketing taking suitable examples
4. Give details about E- Retailing statistics in India.

SECTION-C

5. (i) Write any 3 factors affecting online pricing.
(ii) How can you promote your E-Retailing business?
6. Write detailed note on Website Design issues in context to E-Retailing

SECTION-D

7. Write a note on International Retailing opportunities.
8. Justify the fact that Retail business format is changing globally.

Exam Code: 218603
(30)

Paper Code: 3335

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 one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

1. What is Marketing Research? Discuss the need and advantages of marketing research. 16
2. What is Research? What are the types of Research? Explain. 16

Section B

3. What do you mean by Probability and Non-Probability sampling? Explain the types probability and non-probability sampling in detail. 16

4. Explain differences between Primary and Secondary data. What are the various methods of collection of Primary and Secondary data? 16

Section C

5. What are the steps of Questionnaire Design? What is the Questionnaire Format and Question Composition followed while designing a questionnaire? 16
6. What are the components of Research Report? Explain the features of a quality research report. 16

Section D

7. What process is followed in Pricing Research? What are the implications and scope of pricing research? 16
8. What is Test Marketing? Explain the process and components of test marketing. 16

Exam Code: 218603
(30)

Paper Code: 3336

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 question carries 16 marks.

Section-A

1. Write down the nature or characteristics, importance and need for business ethics. (16)
2. Explain the Ethics-Friedman's Economic theory and Kant's Deontological theory. Identify the limitations of each theory. (16)

Section-B

3. What is Corporate Governance and the elements of Good Corporate Governance? How does it affect the image of the company? (16)
4. Explain ethics in global marketing and Advertising, Human Resources Management, Copyrights and Patents with suitable examples. (16)

Section-C

5. Explain the models for Implementation of CSR, Drivers of CSR. List out the need and future of CSR in India. (16)
6. What is Corporate Social Responsibility? Explain the scope, relevance and Importance of CSR in Society. (16)

Section-D

7. What are the factors influencing CSR Policy, Role of HR Professionals in CSR. Explain CSR through Triple Bottom Line in Business. (16)
8. Describe the benefits of CSR and CSR Policy towards Shareholders, Creditors, Government, Consumers, Employees and Workers and Society. (16)

Exam Code: 218603
(30)

Paper Code: 3337

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 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 International Retailing? Explain the nature and scope of retail internationalization.
(16)
2. (a) Briefly explain the Role of Global Marketing Mix in retail context?
(8)
(b) Give the push and pull factors of retail internationalization.
(8)

Section B

3. How can economic, political and legal and social environment pose a challenge for international retailer?
(16)
4. "How you enter a market affects your sustainability" in the light of this statement, explain market entry methods.
(16)

Section C

5. Define visual merchandising. Elaborate its important and elucidate the necessary steps of visual merchandising process.
(16)
6. Critically analyse the major considerations for selecting store location and layout.
(16)

Section —D

7. (a) Write a detailed note on Internationalization of Logistics Practice.
(8)
(b) Describe the concept of cross-docking in detail. (8)
8. What do you mean by strategic sourcing and Procurement? Explain the necessary steps for its implementation.
(16)

Exam Code: 218603
(30)

Paper Code: 3338

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.

SECTION A

1. What do you mean by human resource management?
Explain changing trends in HRM. (16 marks)
2. Give a detailed note on human resource planning.
(16 marks)

SECTION B

3. Explain the term Job Analysis, its objectives and process in detail. (16 marks)
4. What are the various internal and external sources of recruitment? Also explain advantages and disadvantages of these resources. (16 marks)

SECTION C

5. Explain the various methods and techniques of performance appraisal. (16 marks)
6. What do you mean by job evaluation? Explain its process and methods. (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)