

**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)