

Exam Code: 218604

Paper Code: 4315

Programme: Master of Vocation (Retail Management)

Semester-IV

Course Title: Retail Banking Services

Course Code: MVRL-4321

Time Allowed: 3 Hours

Max Marks: 80

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 16 marks.

Section-A

1. What is Retail Banking? Explain its role in the bank operation.
2. What is the product development process? Differentiate the Liability and Assets Product.

Section-B

3. What is the Eligibility, Purpose and Amounts of Home Loan?
4. Explain the following:
 - i) Disbursement
 - ii) Moratorium
 - iii) Prepayment
 - iv) Repayments

Section-C

5. What is customer relationship management?
6. Explain the different retail strategies for marketing of retail products.

Section-D

7. What is online/phone banking?
8. Explain the different trends of retailing.

Exam Code: 218604

Paper Code: 4316

Programme: Master of Vocation (Retail Management)

Semester-IV

Course Title: Business Environment and Strategic Management

Course Code: MVRL-4322

Time allowed: 3 Hours

Max Marks: 80

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

SECTION-A

1. What is Strategic Management? Discuss features, scope and limitations of Strategic Management?
2. Explain various components of Strategic Management? Explain role of Strategy planning, Strategic implementation and Strategic control in Strategic Management?

SECTION-B

3. Explain PESTEL analysis in Strategic Management?
4. Write short notes on
 - A) ETOP (Environmental threat and opportunity Profile)
 - B) Environmental Scanning

SECTION-C

5. Explain techniques of Internal analysis used in Strategic Management?
6. Explain corporate resource analysis in detail? What is applicability of corporate resource analysis in Strategic Management?

SECTION-D

7. Explain how sustained competitive advantage can be obtained by formulation of corporate strategies in strategic management?
8. Briefly explain methods of Strategy development?

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(30)**

Paper Code: 4317

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

Course Title: Entrepreneurship Development in Retail

Course Code: MVRL-4323

Time Allowed: 3 Hours

Max Marks: 80

Attempt FIVE questions in all, selecting at least ONE question from each Section. Fifth question can be attempted from any section. Each question carries 16 marks.

SECTION-I

1. 'It is widely believed that entrepreneurship is beneficial for economic growth and development.' Discuss.
2. Define the term 'entrepreneur.' Describe the characteristics of an entrepreneur using suitable examples.

SECTION-II

3. Critically evaluate the role of government in organising Entrepreneurial Development Programmes.

4. Discuss the significance and avenues of modern technology in entrepreneurship development.

SECTION-II

5. How will you scan the environment for exploring business opportunities for starting retail business.
6. (a) Present an overview of the steps involved in starting a retail business w.r.t. licensing and registration procedure.
(b) Write a note on Retail Business Models.

SECTION-IV

7. What is the importance of writing Retail Business Plans. Discuss its essential components.
8. Write detailed note on financial assistance through Commercial Banks.

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Paper Code: 4318

Programme: Master of Vocation (Retail Management)

Semester: IV

Course Title: Legal Aspects of Retailing

Course Code: MVRL-4324

Time Allowed: 3 Hours

Max Marks: 80

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 16 marks.

SECTION-A

1. What is Proprietorship and Partnership firm? Explain the features, types and benefits of Partnership firm.
2. What do you mean by Indian Contract Act 1872? Explain essentials of Contract Act with case studies.

SECTION-B

3. Explain the formalities which should be taking into consideration while opening a Retail Store in detail.
4. What is shop and establishment Act? Explain registration, classification and operational rules of Shop and Establishment Act.

SECTION-C

5. Explain application and major provisions relating to Factories Act 1948 in detail.
6. Define Consumer Protection Act 1986. Explain Remedies available to consumer penalties.

SECTION-D

7. What do you mean by GST? Explain its impact on Retail Sector.
8. Lucidly explain Brand License and Signage License in detail.

Exam Code: 218604
(30)

Paper Code: 4319

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

Course Title: Digital Marketing

Course Code: MVRM-4325

Time Allowed: 3 Hours

Max Marks: 40

Candidates are required to attempt five questions, selecting at least one question from each section. Fifth question can be attempted from any section. Each question carries 8 marks.

SECTION-A

1. Explain the transition from traditional marketing to Digital- marketing along with the detailed overview of Digital Marketing. (8 Marks)
2. (i) Write a note on content writing? (4 Marks)
(ii) What is meaning of website planning? (4 Marks)

SECTION-B

3. Write a detailed note on role of Social Media in Digital Marketing. (8 Marks)

4. (i) What is Inbound Marketing? (4 Marks)
(ii) What is You tube based marketing? (4 Marks)

SECTION-C

5. (i) What is Video marketing? (4 Marks)
(ii) How can you use Instagram for marketing? (4 Marks)
6. Write detailed note on Google Analytics and Google Ad words. (8 Marks)

SECTION-D

7. Write a note on Search Engine Optimization. (8 Marks)
8. How can we grab free lancing projects. (8 Marks)