Exam Code: 122005 Paper Code: 5208 – R

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: 80

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

SECTION-A

1. Describe Carl Jung's model of personality and explain its key components. How does this model contribute to the understanding of personality development? (16)
2. Briefly explain the Big Five model of Personality Development in detail. (16)

SECTION-B

3. Discuss how personality can change over time and explain strategies to manage emotions effectively in the workplace. (16)
4. Write down about personality disorder at workplace in detail. (16)

SECTION-C

5. Briefly explain the concept of soft skills and discuss their significance in personal and professional life. (16)
6. Explain the following:
   (a) Time Management and Motivational Skill (8)
   (b) Supervisory and Team Building Skill (8)

SECTION-D

7. What is Customer Service? How would you describe good customer service and also mention the ways to improve Customer Services? (16)
8. Describe a time you received excellent customer service. What made the experience memorable and what can you learn from it to become a successful service person? (16)

Exam Code: 122005
(30)

Paper Code: 5208

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: 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 do you mean by Personality Development? Also explain the various factors affecting the personality.
2. Briefly explain the Big Five model of Personality Development in detail.

Section-B

3. What are the various types of Personality? Discuss in detail.
4. Write down about personality disorder at workplace in detail.

Section-C

5. Explain the need and process of effective communication in detail.
6. Explain the following:
   (a) Time Management and Motivational Skill
   (b) Supervisory and Team Building Skill

Section-D

7. What is Customer Service? How would you describe good customer service and also mention the ways to improve Customer Services?
8. What are Customer service tools that you know? Explain the Concept of Tele-marketing in detail.

Exam Code: 122005 **Paper Code: 5209 – R**

Programme: Bachelor of Vocation (Retail Management)

Semester-V

Course Title: Project Management

Course Code: BVRL-5322

Time Allowed: 3 Hours **Max. Marks: 80**

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section–A

1. What is meant by Project Planning? Discuss the importance of project planning in achieving successful project outcomes.
2. Explain the Project Identification Process and the significance of Pre-Feasibility Study in project formulation.

Section–B

3. Discuss the steps involved in Project Execution. How do technical feasibility and commercial viability influence project success?
4. What are the Tax considerations and legal aspects that affect project preparation? Illustrate with suitable examples.

Section–C

5. Explain the concept of Project Performance Evaluation. How do productivity and performance indicators help in measuring success?
6. Discuss the social cost–benefit analysis approach. How does it differ in the context of public and private sector projects?

Section–D

7. What is the purpose of Project Control? Describe various tools and techniques used for monitoring and controlling project performance.
8. Elaborate on the Cost and Time Management issues in project planning. Suggest practical methods for minimizing delays and cost overruns.

Exam Code: 122005 **Paper Code: 5209**
(30)

Programme: Bachelor of Vocation (Retail Management)
Semester-V

Course Title: Project Management

Course Code: BVRL-5322

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 do you mean by Project Identification? State the concept of pre-feasibility study in project management?
2. Explain the objectives and significance of project planning in detail.

SECTION-B

3. 'Demand can be forecasted and costs can be estimated in project management' Comment.
4. Explain the various sources of funds and loan syndication process for the projects in detail.

SECTION-C

5. Explain the term 'Performance Measurement'. Explain the benefits and challenges of performance measurement?
6. 'Social cost benefit analysis has impact on both public as well as private sector' Comment.

SECTION-D

7. What do you mean by project execution? Explain the cost and time issues in project management.
8. Elaborate the process of project control along with its purpose and importance.

Exam Code: 122005 Paper Code: 5210 – R

Programme: Bachelor of Vocation (Retail Management)

Semester-V

Course Title: Advertising and Sales Management

Course Code: BVRL-5321

Time Allowed: 3 Hours Max. Marks: 40

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 8 marks.

SECTION-A

1. Describe the importance of advertising with reference to manufacturers, middlemen, consumers and society. (8)
2. What is the DAGMAR approach? Discuss its process, advantages, and stages with suitable examples. (8)

SECTION-B

3. Discuss the factors affecting media planning with suitable examples. (8)
4. Explain the different types of distribution channels and their characteristics. (8)

SECTION-C

5. Explain the qualities of an effective salesperson. How do knowledge and personality contribute to successful selling? (8)
6. Describe how sales territories are planned and controlled for effective sales performance. (8)

SECTION-D

7. Explain various individual and group methods of sales training with examples. (8)
8. What is sales forecasting? Discuss and assess five different methods used for sales forecasting, highlighting their advantages and disadvantages. (8)

Exam Code: 122005 **Paper Code: 5210**
(30)

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:- 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 8 Marks.

Section-A

1. Define the term "Advertising". Elaborate its role and importance in detail. (8)
2. Explain the organizational structure of advertising agency. Also describe its functions in detail. (8)

Section-B

3. What do you understand by distribution decision? Also explain its various promotional tools in detail. (8)
4. Critically evaluate the various components of Internet advertising in detail. (8)

Section-C

5. Explain the various steps involved in the process of selling. Also explain the various qualities of a good salesman. (8)
6. Define sales organization. Explain the various functions and responsibilities of sales manager in detail. (8)

Section-D

7. What do you mean by incentive planning? Also mention the various steps required in the process of Incentive planning. (8)
8. What is a sales plan? Briefly explain the various steps involved to conduct sales planning. (8)

Exam Code: 122005 Paper Code: 5211 – R

Programme: Bachelor of Vocation (Retail Management)

Semester-V

Course Title: Customer Relationship Management

Course Code: BVRL-5324

Time Allowed: 3 Hours Max. Marks: 80

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

SECTION – A

Q1. Explain the historical development of CRM. How has the concept evolved from traditional marketing to relationship marketing?

Q2. Identify and discuss the different types of CRM. How can organizations integrate CRM successfully to enhance customer loyalty?

SECTION – B

Q3. Discuss the methods of measuring customer satisfaction. How can feedback systems improve organizational performance?

Q4. What are the key dimensions of service quality? Explain how customer expectations and perceptions influence service experience.

SECTION – C

Q5. Explain the role of technology in transforming CRM. How are tools like voice portals, chatbots, and virtual assistants reshaping customer relationships?

Q6. What is a Call Center and Multimedia Contact Center? Discuss their importance in CRM and the features that enhance customer communication.

SECTION – D

Q7. Describe the essentials of building effective employee relationships. How does employee orientation influence customer satisfaction?

Q8. Discuss the application of CRM in the banking and telecom industries. How do these sectors utilize CRM to manage customer profitability and experience?

Exam Code: 122005 Paper Code: 5211

Programme: Bachelor of Vacation (Retail Management)

Semester- V

Course Title: Customer Relationship Management

Course Code: BVRL-5324

Time: 3 Hours Theory Marks: 80

Note: Attempt five questions in all, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

SECTION – A

Q1. Define Customer Relationship Management (CRM). Explain the **evolution of relationship marketing** and the **key stages of relationship development.**

Q2. Discuss the **purpose and significance of CRM** in modern retail businesses. Explain the **success factors in CRM implementation.**

SECTION – B

Q3. What is **Customer Satisfaction**? Discuss its **components and significance** for business performance.

Q4. Explain the concept of **Service Quality.** Describe **Parasuraman's SERVQUAL model** and the **gaps in service quality.**

SECTION – C

Q5. What is **e-CRM**? Discuss its **features, advantages, and technologies used** in e-CRM systems.

Q6. Explain the role of **Database Management and Data Warehousing** in effective CRM. Illustrate with examples of **CRM software tools.**

SECTION – D

Q7. Discuss the **employee–customer linkage** and the **factors affecting employee's customer-oriented behavior.**

Q8. Explain **CRM practices in the retail and hospitality industries.** How do these sectors ensure **customer experience management**?

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Exam Code: 122005 **Paper Code: 5212 – R**

Programme: Bachelor of Vocation (Retail Management)

Semester-V

Course Title: Financial Management

Course Code: BVRL-5325

Time Allowed: 3 Hours **Max. Marks: 80**

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 16 marks.

Section A

1. What do you mean by Financial Management? Briefly describe the three basic reasons why profit maximisation objective fails to be consistent with wealth maximization.
2. What are Equity Shares? Explain the difference between Equity and Preference Shares.

Section B

3. How will you calculate the Cost of Equity Capital? Explain.
4. What is meant by the term 'leverage? What are its types? How will you calculate operating and financial leverage?

Section C

5. What do you mean by Capital Structure? Explain the factors determining Capital Structure?
6. What do you mean by Capital Budgeting? Explain with example Payback Method of Capital Budgeting. Also explain its advantages and disadvantages.

Section D

7. What are the factors that determine the Dividend Policy of a company?
8. What is the need for Cash Management? Explain the Baumol's Cash Management Model.

Exam Code: 122005
(30)

Paper Code: 5212

Programme: Bachelor of Vocation (Retail Management)
Semester-V

Course Title: Financial Management

Course Code: BVRL-5325

Time Allowed: 3 Hours **Max Marks: 80**

Note:- Attempt five Questions in all, selecting at least One question from each section. Fifth question may be attempted from any section. Each question will carry 16 marks.

Section A

1. Briefly Explain and illustrate the concept of 'Time Value of Money'.
2. Explain the characteristics of any four long term sources of finance.

Section B

3. A company has 10 per cent perpetual debt of Rs 1,00,000. The tax rate is 35 per cent. Determine the cost of capital (before tax as well as after tax) assuming the debt is issued at
   i) Par
   ii) 15 per cent discount
   iii) at 15% premium

4. What is meant by the term 'leverage? Explain Financial Leverage in detail.

Section C

5. Explain the term Capital Structure. Explain the importance of capital structure in financial decision making.
6. Explain with example NPV method of capital budgeting. Also explain its advantages and disadvantages.

Section D

7. What do you think are the determinants of the dividend policy of corporate enterprises?
8. What is EOQ? Explain with an example how can it be computed.