

Exam Code: 226802
(30)

Paper Code: 2319

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

Course Title: Retail Marketing Principles

Course Code: MVRL-2321 ✓

Time Allowed: 3 Hours

Max Marks: 70

NOTE: Students are required to attempt five questions in all, selecting one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

SECTION A

1. Explain the term retail marketing mix and its various components in detail. (14 marks)
2. What do you mean by retail marketing environment. Explain various its components. (14 marks)

SECTION B

3. What do you mean by segmentation? Discuss the criteria of market segmentation. (14 marks)
4. What do you mean by product positioning? Explain its importance & strategies. (14 marks)

SECTION C

5. What do you understand by branding, packaging and labelling? (14 marks)
6. Give a detail note on product pricing and on various factors affecting price determination. (14 marks)

SECTION D

7. What do you mean by channels of distribution? Explain the various factors affecting channels of distribution. (14 marks)
8. Give a detailed note on
 - a) Advertisement. (7 marks)
 - b) Personal Selling. (7 marks)

Exam Code: 226802
(30)

Paper Code: 2320

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

Course Title: Rural Retailing

Course Code: MVRL-2322 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note:- Candidates are required to attempt five questions, selecting one question from each section. The fifth question may be from any section. Each question carries 14 marks.

Section-A

1. Explain the various challenges and opportunities in rural retailing? Explain the role of rural retailing in India also?
2. Explain:
 - (a) Strategies of Rural Retailing
 - (b) Future of Rural Retailing in India

Section-B

3. Explain the 4A's components and classification of Rural Market?
4. (a) Distinguish between Rural and Urban Market

(b) Explain the factors that contributes towards the growth of Rural Markets?

Section-C

5. What do you mean by Rural Consumer? Explain the classification and characteristics of rural Consumer?
6. What do you mean by Participatory Rural Appraisal? Explain the advantages and disadvantages of PRA?

Section-D

7. Explain the prevalent Rural Distribution Models of FMCG Companies and Durable Companies.
8. Elaborate the role of Information Technology in Rural Market.

Exam Code: 226802
(30)

Paper Code: 2321

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

Course Title: Retail Branding Strategies

Course Code: MVRL-2323 ✓

Time Allowed: 3 Hours

Max Marks: 70

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 will carry 14 marks.

Section A

1. What do you understand by Retail Branding? Explain the various steps involved in the process of branding in retail organizations?
2. Write short note on:
 - a. Brand Design
 - b. Brand Portfolio

Section B

3. Explain in detail the process of developing a brand equity management system

4. What do you mean by customer-based brand equity?
How you can measure customer-based brand equity?

Section C

5. Write a detailed note on national and cultural effects on brand management?
6. Write short note on:
 - a. Brand Integration
 - b. Brand Audit

Section D

7. What do you understand by branding strategies. Explain the process of designing and implementing branding strategies?
8. How a retail organization can manage brands over geographic boundaries and market segments?

Exam Code: 226802
(30)

Paper Code: 2322

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

Course Title: Mall Management

Course Code: MVRL-2324 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt Five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section A

1. Discuss the types of malls in India. What would be challenges faced by mall developers in future?
2. Which factors lead to the success of a mall in India? How would they vary across the different lifecycle stages of a mall?

Section B

3. How facade and atrium act as important component in mall architecture? What decisions are taken related to these?

4. Discuss the areas of housekeeping in malls. How housekeeping scenario in Indian malls changed in Post Covid-19? What new challenges emerged due to Covid effect?

Section C

5. What is procedure of leasing in mall management? Discuss the components of a lease agreement.
6. Explain the ways to attract footfalls in malls. How footfall analysis is done? Discuss the methods to measure footfall in malls.

Section D

7. Explain the various types of store-based retail formats.
8. Discuss the evolution of tenant mix in malls. Discuss the effect of tenant mix on performance of a shopping mall.

Exam Code: 226802
(30)

Paper Code: 2323

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

Course Title: Retail Buying and Merchandise Management

Course Code: MVRL-2325 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note:- Candidates are required to attempt five question, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

Section A

1. What is retail inventory management? What is the importance of inventory management in retail? Also explain the various methods of sales forecasting in retail.
2. Explain in detail the followings:
 - (a) Category management and its important components
 - (b) Differentiate between variety and assortment in retail.

Section B

3. What is merchandise sourcing? Explain in detail the various benefits and challenges of global sourcing.

4. Write detailed note on the following:
 - (a) Merchandise budget plan
 - (b) Importance of merchandise displays

Section C

5. What is space management? What are the important points that should be consider for effective space management? Explain the role of IT in space management.
6. Explain the following in detail:
 - (a) Merchandise buying and handling process
 - (b) Retail replenishment
 - (c) Direct store delivery

Section D

7. What do you mean by retail communication? Explain in detail the process and various retail communication strategies.
8. Write detailed note on the following:
 - (a) Retail pricing objectives
 - (b) Pricing adjustments and price discrimination

Exam Code: 226804
(20)

Paper Code: 4310

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. Distinction between Retail and Corporate/Wholesale Banking.
2. What are the customer requirements in Retail Banking?

Section-B

3. Explain the Education Loan in detail.
4. Explain the different type of loans.

Section-C

5. What are the Role and impact of customer relationship management'?
6. Explain the different Stages in customer relationship management process.

Section-D

7. Explain the Steps to recovery of Retail loans.
8. What do you understand by Demat services and property services?

Exam Code: 226804
(20)

Paper Code: 4311

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

Attempt five Questions in all, selecting at least one question from each ^{section} ~~part~~. Fifth question may be attempted from any section. Each question will carry 16 marks.

Section- I

1. Define Strategic Management. Discuss the stages of Strategic Management Process. (16 marks)
2. What are strategic objectives, levels of strategy, and grand strategy? How are they related? (16 marks)

Section- II

3. Discuss the components of Business Environment. (16 marks)
4. Explain Porters five forces model of Competitive Analysis. (16 marks)

Section- III

5. What is internal analysis? How to conduct an internal analysis? (16 marks)
6. What do you mean by corporate appraisal? Discuss its need and methods. (16 marks)

Section- IV

7. How can you use SWOT analysis to develop Alternative Business Strategies? (16 marks)
8. Discuss.
What is Corporate Development? Discuss Stability Strategies in detail. (16 marks)

Exam Code: 226804
(20)

Paper Code: 4312

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

Section-I

1. 'Entrepreneurs have been instrumental in spurring social change and improving the way people live and work. Discuss
2. Describe the factors influencing entrepreneurship using suitable examples.

Section-II

3. Critically evaluate the relevance and achievements of Entrepreneurial Development Programmes.

4. Discuss the role of modern technology in entrepreneurship considering recent Covid pandemic scenario.

Section-III

5. How will you understand, evaluate and select business opportunities for starting retail business.
6. (a) Present an overview of the steps involved in starting a retail business w.r.t. Location, Clearances and Permits
(b) Write a note on retail business start-up costs.

Section-IV

7. Elaborate the components of Retail Business Plan.
8. Write detailed note on financial assistance through Financial Institutions.

Exam Code: 226804
(20)

Paper Code: 4313

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 atleast one from each section. The fifth question may be attempted from any section. Each question will carry 16 marks.

SECTION-A

1. Define Private and Public company? Explain the features and benefits of Private & Public Company.
2. What do you mean by offer and Acceptance? Explain legal governing rules of offer and acceptance with case studies.

SECTION-B

3. What is contract of sale of goods Act 1930? Distinguish between sale and Agreement to sell.

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 Safety and Welfare under Factories Act 1948 in detail.
6. Define Consumer Protection Act 1986. Explain rights and responsibilities of consumers in detail.

SECTION-D

7. What are the statutory compliance under Tax Laws of GST? Explain it.
8. What do you mean by Insurance? Explain group insurance and medical insurance.

Exam Code: 226804
(20)

Paper Code: 4314

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

Course Title: Digital Marketing

Course Code: MVRM-4325

Time Allowed: 3 Hours

Max Marks: 40

Attempt five questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries 8 marks.

SECTION—A

1. Explain the transition from traditional marketing to Digital- marketing along with justification for Digital Marketing. (8 Marks)
2. (i) Write a note on Targeting and positioning? (4 Marks)
(ii) What is meaning of website planning? (4 Marks)

SECTION-B

3. Write a detailed note on Social Media based Marketing. (8 Marks)
4. (i) What is Visual Social Marketing? (4 Marks)

- (ii) What is You tube based marketing? (4 Marks)

SECTION—C

5. (i) What is Email 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 Mobile web marketing and content marketing. (8 Marks)
8. Explain the terms Ad sense and Blogging. (8 Marks)