Exam Code: 226801 Paper Code: 1328

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: 70

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 14 marks.

SECTION-A

1. Explain how Vertical Marketing Systems have changed the functioning and strategies of modern retail businesses. (14)
2. Discuss the various career opportunities available in the retail sector in detail. (14)

SECTION-B

3. Explain how retailers provide advantages to manufacturers, wholesalers and customers in detail. (14)
4. Discuss the future prospects of retailing in India and explain the factors that are likely to drive its growth in the coming years. (14)

SECTION-C

5. Compare chain stores and franchise stores in terms of their structure, operation, and the benefits they offer to retailers and customers. (14)
6. Describe the role of factory outlet stores in modern retailing and their impact on consumer buying behavior. (14)

SECTION-D

7 Explain the concept of non-store-based retailing and discuss its advantages over traditional store-based retail formats. (14)

8. Explain telemarketing and discuss the advantages and challenges of selling products through telephone-based communication. (14)

Exam Code: 226801 Paper Code: 1329

Programme: Master of Vocation (Retail Management)

Semester-I

Course Title: Accounting for Retail Managers

Course Code: MVRL-1322

Time Allowed: 3 Hours **Max. Marks: 70**

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

SECTION-A

1. Explain the objectives of Accounting? Explain its process also. (14)
2. Who are the users of accounting information and why do they need accounting Information? (14)

SECTION-B

3. Discuss the scope of Management Accounting. Explain the techniques used in management accounting. (14)
4. Explain the nature of Management Accounting. Also explain its merits and demerits. (14)

SECTION-C

5. What is cost accounting? Discuss different methods and techniques of costing. (14)
6. Prepare a Comparative Income Statement from the following information: (14)

Particulars	31-03-2023	31-03-2022
Revenue from operations	15,00,000	20,00,000
Other income	1,00,000	1,00,000
Cost of material consumed	17,00,000	14,00,000
Finance cost	2,00,000	1,60,000
Other expenses	1,00,000	1,40,000
Income tax	40%	50%

SECTION-D

7. What is Activity Based Costing (ABC)? Discuss its features. Explain the need of ABC over existing traditional costing system. (14)
8. Write short note on:
   a) Life cycle costing b) Just in time (JIT) (7+7)

Exam Code: 226801 **Paper Code: 1330**

Programme: Master of Vocation (Retail Management)

Semester-I

Course Title: Foundations of Management

Course Code: MVRL- 1323

Time Allowed: 3 Hours **Max. Marks: 70**

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 14 marks.

SECTION-A

1. Write a detailed note on functions of Management to be performed in an organisation. (14)
2. What is Management by Objective? Explain process and benefits of MBO. (14)

SECTION-B

3. Write a detailed note on various types of plans followed in planning process. (14)
4. Explain the term Organization. Explain features and various forms of organization. (14)

SECTION-C

5. Explain the need and process of Performance Appraisal in detail. (14)
6. Define Motivation. Explain the nature and significance of motivation. (14)

SECTION-D

7. Define Co-ordination. Give a detail note on principles and techniques of coordination in detail. (14)
8. What do you mean by controlling? Explain nature and importance of controlling in detail. (14)

Exam Code: 226801 Paper Code: 1331

Programme: Master of Vocation (Retail Management)

Semester I

Course Title: Economics of Retail

Course Code: MVRL-1324

Time Allowed: 3 Hours **Maximum Marks: 70**

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

Section A

1. Define retail economics. Discuss in details different kinds of environment that affects retail industry.
2. Explain the contribution of foreign direct investment (FDI) in retail industry.

Section B

3. Critically examine the law of equi-marginal utility in detail. Explain its importance.
4. Distinguish between demand and supply function. How is equilibrium price of a commodity determined with the help of demand and supply function?

Section C

5. What is perfect competition? Explain the price and output determination under perfect competition in the short period and long period.
6. Define the monopolistic competition and its features. How price and output are determined under monopoly.

Section D

7. Explain government intervention in profit and price-output decision making
8. What is profit planning and forecasting? Discuss, in details, the steps and benefits of profit planning and forecasting?

Exam Code: 226801 **Paper Code: 1332**

Programme: Master of Vocation (Retail Management)

Semester-I

Course Title: IT Applications in Retail

Course Code: MVRL-1325

Time Allowed: 3 Hours **Maximum Marks: 70**

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 14 marks.

SECTION-A

Q1) a) Discuss the following feature of MS-Word

i. Template and Wizards ii. Page Setup 6 Marks

b) Discuss the Table handling Feature in MS-Word? 8 Marks

Q2) a) What is mail merge? What is its utility? What are the steps required to implement mail- merge in MS-Word? 14 Marks

SECTION–B

Q3) Describe the features of Excel. How do you create Worksheet in Excel? How can you move, add, delete text in worksheet? 14 Marks

Q4) Explain the concept of chart and types of chart in MS-Excel. How do you create and edit a graph in Excel? 14 Marks

SECTION–C

Q5) Explain the advantages of using EPOS systems over traditional cash registers. How do EPOS systems contribute to more efficient sales processes and inventory management? 14 Marks

Q6) Discuss the role of information technology in enhancing communication within organizations. Provide examples of various IT tools that facilitate communication and collaboration. 14 Marks

SECTION-D

Q7) What is meant by e-payment methods? Discuss different types of E-Payment Methods. 14 Marks

Q8) What are the main functions of a Geographic Information System (GIS)? How does GIS differ from traditional mapping techniques? 14 Marks

Exam Code: 226801 **Paper Code: 1333**

Programme: Master of Vocation (Retail Management)

Semester-I

Course Title: Fundamentals of E-Retailing

Course Code: MVRL – 1326

Time Allowed: 3 Hours **Max. Marks: 70**

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

SECTION-A

1. What do you mean by Traditional Marketing & E-Marketing? How you justify the transition of marketing from Traditional Marketing to E-Marketing. (14)
2. Write a detailed note on Demographic Segmentation Variables and Target Marketing. (14)

SECTION-B

3. What do you understand by Internet Marketing? Discuss scope of Internet Marketing also. (14)
4. What is E-Marketing? Discuss scope and significance of E-Marketing in detail. (14)

SECTION-C

5. What do you mean by Online-Pricing? Write down various factors affecting Online Pricing. (14)
6. Define Promotion. Explain various Promotional strategies with example in detail. (14)

SECTION-D

7. Discuss a Virtual Stores E-Retailing .Write down the benefits of Virtual Stores E-Retailing? (14)
8. Justify the fact that Retail business formats is changing globally. Explain in detail. (14)

Exam Code: 226803 Paper Code: 3308

Programme: Master of Vocation (Retail Management)

SEMESTER: III

Course Title: Retail Marketing Research

Course Code: MVRL-3321

TIME: 3 Hours Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

SECTION - A

Q1.) Describe the retail marketing research process and its stages. How is it relevant to decision making in retail management?

Q2.) Discuss the role of marketing information system in retail research.

SECTION - B

Q3.) What is sampling in marketing research? Explain the difference between probability and non-probability sampling methods with examples.

Q4.) Explain the difference between primary and secondary data. Explain advantages and disadvantage of each type of data.

SECTION - C

Q5.) Explain the process of designing a questionnaire. What are the key elements to consider in questionnaire?

Q6.) Discuss the structure and components of a marketing research report. What are the responsibilities of a research writer?

SECTION - D

Q7.) Describe the process and significance of product research in retail marketing. How does it contribute to competitive advantage?

Q8.) How do advertising and media research contribute to the effectiveness of marketing campaign? Provide examples.

Exam Code: 226803 Paper Code: 3309

Programme: Master of Vocation (Retail Management)

SEMESTER: III

Course Title: Business Ethics and Corporate Social Responsibility

Course Code: MVRL-3322

TIME: 3 Hours Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Explain Corporate Ethics and Values. Also mention the various sources of ethics.
2. List the three basic ethical theories with an example of each in practice. Identify the limitations of each theory.

Section-B

3. Mention the importance of ethics in Accounting, Production, Information Technology, Copyright and Patents.
4. Write a note on principles and consequences of corporate governance. Also give the reasons for the failure of corporate governance.

Section-C

5. Write a detailed note on the drivers and models for the implementation of corporate social responsibility.
6. List the various legal provisions and specification on CSR in Indian Corporations.

Section-D

7. Describe the scope of corporate social responsibility in detail. Also explain the corporate social responsibilities towards shareholders, creditors and financial institutions.

8. How to design a corporate social responsibility Policy? Explain the role and importance of HR professionals in framing CSR Policy in detail.

Exam Code: 226803 Paper Code: 3310

Programme: Master of Vocation (Retail Management)

SEMESTER: III

Course Title: International Retailing

Course Code: MVRL-3323

TIME: 3 Hours Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

Q1. Define and explain the objectives of 'International Retailing' and its challenges.

Q2. Discuss the non-store formats of international retailing and the cause for its popularity.

SECTION - B

Q3. "Cross-cultural marketing is an extremely complex and dynamic sphere of International Retailing." Critically comment on this statement.

Q4. Discuss the various foreign market entry strategies by retail firms and their advantages and disadvantages.

SECTION - C

Q5. Discuss the importance of the merchandising function in the retail business. What are the factors that affect the Merchandise Mix decision?

Q6. What is the relevance of store layout planning for a retail outlet and discuss different types of store layout.

SECTION - D

Q7. What role does forecasting play in the supply chain of a build-to-order manufacturer such as Dell?

Q8. Elaborate on the role and implication of technology adoption in the sourcing and procurement function in retail business.

Exam Code: 226803 Paper Code: 3311

Programme: Master of Vocation (Retail Management)

SEMESTER: III

Course Title: Retail Personnel Management

Course Code: MVRL-3324

TIME: 3 Hours Max. Marks: 70

NOTE: Attempt five questions, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section-A

1. Briefly explain the scope and significance of personnel function in retail organization. (14)
2. Write down the various steps involved in the process of human resource planning in detail. (14)

Section-B

3. What is the significance of job analysis? Also explain the various methods of collecting job data in detail. (14)
4. What do you mean by selection of employee? Explain the procedure and various problems involved in selection process. (14)

Section-C

5. What do you mean by employee turnover? Also explain the various factors responsible for high employee turnover in detail. (14)
6. Describe the process and various methods of job evaluation in detail. (14)

Section-D

7. What are the various components of employee remuneration? Also explain the various factors influencing employee remuneration. (14)
8. Briefly explain the importance of incentives and various steps involved in its process. (14)