

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT - SEMESTER-VII EXAMINATION – SUMMER 2022**

**Subject Code:173305**

**Date:13-06-2022**

**Subject Name:Retail Operation & Entrepreneurship Development**

**Time:02:30 PM TO 05:00 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		Marks
<b>Q.1</b>	(a) Explain the term "Communication Mix".	<b>03</b>
	(b) Elaborate on the role of Information Technology in retail industry.	<b>04</b>
	(c) List down the different types of retail formats.	<b>07</b>
<b>Q.2</b>	(a) Briefly explain "Profitability Analysis".	<b>03</b>
	(b) Explain how Entrepreneurship is different from Management.	<b>04</b>
	(c) Elaborate on different types of pricing methods.	<b>07</b>
<b>OR</b>		
	(c) Elaborate on merchandise buying system and its types.	<b>07</b>
<b>Q.3</b>	(a) Draw a retail enterprise organizational chart.	<b>03</b>
	(b) Explain the difference between a Business Plan and a Budget.	<b>04</b>
	(c) What is the role of entrepreneur in the development of the enterprise?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Briefly explain any three functional areas in retail.	<b>03</b>
	(b) What is project appraisal and what are its objectives?	<b>04</b>
	(c) List down the traits that make a successful entrepreneur.	<b>07</b>
<b>Q.4</b>	(a) Explain the term "Franchising".	<b>03</b>
	(b) List down any four factors that must be considered for site selection for retail store.	<b>04</b>
	(c) What are the stages in project preparation?	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Write a short note on "Outsourcing".	<b>03</b>
	(b) What are the career opportunities in retail?	<b>04</b>
	(c) List down the different methods of project appraisal.	<b>07</b>
<b>Q.5</b>	(a) Write a short note on "RFID".	<b>03</b>
	(b) Elaborate on personal selling in retail settings.	<b>04</b>
	(c) Explain the role of financial institutions in promoting entrepreneurship.	<b>07</b>
<b>OR</b>		
<b>Q.5</b>	(a) What is Bar Code in retail?	<b>03</b>
	(b) Retailers can benefit from strong public relations. Explain.	<b>04</b>
	(c) What are the contents of the entrepreneurship project report?	<b>07</b>

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