

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT- SEMESTER– VII EXAMINATION – SUMMER 2023****Subject Code:173305****Date:30-06-2023****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

	<b>Marks</b>
<b>Q.1</b> (a) Explain the term 'Retailing'.	<b>03</b>
(b) Define the term Entrepreneurship.	<b>04</b>
(c) Explain the Consumer buying behaviour.	<b>07</b>
<b>Q.2</b> (a) What do you understand by a retail organization structure?	<b>03</b>
(b) Define the term 'Sales Promotion'	<b>04</b>
(c) What are the factors which affect the retail location decision?	<b>07</b>
<b>OR</b>	
(c) Illustrate the steps in the planning of retail communication	<b>07</b>
<b>Q.3</b> (a) Explain the role of advertisement in retail marketing.	<b>03</b>
(b) Define Personal selling.	<b>04</b>
(c) What are the retail pricing strategies?	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) What is outsourcing?	<b>03</b>
(b) What do you understand by Merchandise management?	<b>04</b>
(c) Explain the role of IT.	<b>07</b>
<b>Q.4</b> (a) Explain "Franchising".	<b>03</b>
(b) Differentiate b/w Entrepreneurship & Management.	<b>04</b>
(c) Explain the role & function of the entrepreneur in relation to enterprise and economy.	<b>07</b>
<b>OR</b>	
<b>Q.4</b> (a) Explain the term Budget with reference to entrepreneurship development	<b>03</b>
(b) Tell us a few factors which can be considered for the interior and exterior of the store.	<b>04</b>
(c) What are entrepreneurial traits?	<b>07</b>
<b>Q.5</b> (a) Define SME's	<b>03</b>
(b) Definition of Break-even analysis?	<b>04</b>
(c) Explain the role of financial institutions in entrepreneurship development	<b>07</b>
<b>OR</b>	
<b>Q.5</b> (a) Define the 'Centralized buying system'.	<b>03</b>
(b) What do you understand by the 'Concept of a Project' in entrepreneurship development	<b>04</b>
(c) What are the policies for young entrepreneurs in India?	<b>07</b>