

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-VII EXAMINATION – SUMMER 2025

Subject Code:173305

Date:19-05-2025

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.

- Q.1** (a) What is retailing, and why is it important in the economy? **03**
(b) How does retailing contribute to economic development? **04**
(c) What are the major differences between Indian and global retail scenarios? **07**
- Q.2** (a) What are the various types of retailing entrepreneurship? **03**
(b) What is the significance of store retailing in the retail sector? **04**
(c) How does non-store retailing differ from store retailing? **07**
- OR**
- (c) Describe the major functional areas in a retail organization. **07**
- Q.3** (a) How does site selection impact retail success? **03**
(b) What are the steps involved in selecting a retail site? **04**
(c) Describe the concept of location-based retail strategies. **07**
- OR**
- Q.3** (a) What are the key elements of store design? **03**
(b) How do interior and exterior store designs affect customer experience? **04**
(c) What are the different types of store layouts? **07**
- Q.4** (a) How does store facade contribute to a retail brand's image? **03**
(b) What are the components of the retail communication mix? **04**
(c) What is break-even analysis, and how does it assist in financial planning? **07**
- OR**
- Q.4** (a) What are the different pricing strategies used in retailing? **03**
(b) How do pricing methods affect retail pricing decisions? **04**
(c) Explain the concept of merchandise management. **07**
- Q.5** (a) What is the role of IT in modern retailing? **03**
(b) How does electronic data exchange benefit retailers? **04**
(c) What are the advantages of barcoding in retail? **07**
- OR**
- Q.5** (a) What are the benefits of franchising for entrepreneurs? **03**
(b) Describe the importance of marketing and networking for entrepreneurs. **04**
(c) What are the common traits of successful entrepreneurs? **07**
