

GUJARAT TECHNOLOGICAL UNIVERSITY**BH- SEMESTER– VII EXAMINATION – WINTER 2018****Subject Code: 173305****Date: 28/11/2018****Subject Name: Retail Operation & Entrepreneurship Development****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) Write down the types of retailing.	03
	(b) Define store retailing and non-store retailing.	04
	(c) Explain franchising in retailing.	07
Q.2	(a) Write down the retail marketing mix.	03
	(b) What are the factors affecting retail location decision.	04
	(c) Define store design. What are the importance of store design.	07
OR		
Q.3	(c) Write down the elements of interior & exterior design.	07
	(a) Make a grid layout of store design. Explain.	03
	(b) Define advertising. Write down the advantage & disadvantage of advertising.	04
Q.3	(c) Define	07
	i) Publicity	
	ii) Public relation	
OR		
Q.3	(a) What are the steps in retailing marketing communication.	03
	(b) Write down the different pricing strategies.	04
	(c) Define financial objectives. what are the different types of financial objectives.	07
Q.4	(a) What do you mean by centralized buying system.	03
	(b) Explain expansion strategies.	04
	(c) What is the role of IT in retailing.	07
OR		
Q.4	(a) What do you mean by electronic payment system.	03
	(b) Write down the difference between entrepreneurship v/s management.	04
	(c) What is the role of entrepreneur in economic development.	07
Q.5	(a) Write down the traits of successful entrepreneur.	03
	(b) Write down the networking in entrepreneurship.	04
	(c) Define project identification & project design.	07
OR		
Q.5	(a) What do you mean by break –even analysis.	03
	(b) Explain the Govt. policies for young entrepreneur & SMEs.	04
	(c) Define financial institution. Write down about NABARD & SIDBI.	07
