

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER– VII EXAMINATION – WINTER 2019****Subject Code: 173305****Date: 21/11/2019****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 the definition of Entrepreneurship & its importance?	04
	(b) What do you understand by Non Store Relating?	03
	(c) Explain the functions perform by the realtor?	07
Q.2	(a) Explain the factors influencing retail shoppers?	07
	(b) Give the organizational structure of an Retail Establishment.	04
	(c) What are the major functioning areas of Retail management?	03
OR		
Q.3	(a) Write the types of store layouts.	07
	(b) What are the functions of Sales Operation?	04
	(c) What is Personal Selling?	03
OR		
Q.3	(a) What is CRM Objectives in details?	07
	(b) Discuss Variable pricings?	04
	(c) What do you mean by merchandising?	03
Q.4	(a) Responsibilities of an Store manager?	07
	(b) Discuss the 5S,s of Retail Management?	04
	(c) Explain the tools used in visual merchandising?	03
OR		
Q.4	(a) Explain the different Retails strategies?	07
	(b) Role of IT Retailing?	04
	(c) Write a short note on electronic payments system?	03
Q.5.	(a) What are the factors to be considered while Pricing?	07
	(b) What is Assessment Planning Process?	04
	(c) What are the steps in paining retail communication?	03
OR		
Q.5.	(a) Entrepreneurship is neither a science nor an Art. Please elaborate.	07
	(b) Give Details of classification of entrepreneurship?	04
	(c) Explain the steps involve in Starting a new project?	03
