

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-VII EXAMINATION – WINTER 2020****Subject Code:173305****Date:30/01/2021****Subject Name:Retail Operation & Entrepreneurship Development****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 (a) What is location based retail strategies.	03
(b) What is ratio analysis? Explain its importance in entrepreneurship development.	04
(c) Explain the concept and classification of projects.	07
Q.2 (a) What is the role of financial institutions in entrepreneurship development?	03
(b) Write a short note on careers in retailing.	04
(c) Explain the role and functions of entrepreneur in relation to the enterprise and the economy.	07
Q.3 (a) Define the terms retailing and entrepreneurship.	03
(b) Explain different types of buying systems.	04
(c) What is break even analysis? Explain its importance in entrepreneurship development.	07
Q.4 (a) Explain the importance of retailing.	03
(b) Briefly explain different pricing methods.	04
(c) What is profitability analysis? Explain its objectives and importance.	07
Q.5 (a) What are the traits required for entrepreneurs?	03
(b) Write a short note on idea generation in entrepreneurship development.	04
(c) What is retail communication mix? Explain its components.	07
Q.6 (a) Distinguish between entrepreneurship and management.	03
(b) What are the benefits of conducting business research?	04
(c) Explain different types of retail store layouts.	07
Q.7 (a) What are the major financial objectives of an enterprise?	03
(b) Explain segmentation and positioning in retailing.	04
(c) Explain different retail strategies in detail.	07
Q.8 (a) What is merchandise management?	03
(b) What are the factors influencing buying behavior of consumers?	04
(c) Explain the role of information technology in retailing.	07
