Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER–VII EXAMINATION – WINTER 2021

Subject Code:173305   **Date:22/12/2021**
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.**
   4. **Simple and non-programmable scientific calculators are allowed.**

			Marks
Q.1	**(a)**	What are the factors influencing retail shoppers?	03
	(b)	Write short note on careers in retailing.	04
	(c)	Describe in detail on the elements of interior & exterior design.	07
Q.2	**(a)**	What are the objectives of CRM?	03
	(b)	Write brief note on different pricing methods.	04
	(c)	Define financial objectives. What are the different types of financial objectives?	07
		OR	
	(c)	Define: i) Publicity ii) Public Relations	07
Q.3	**(a)**	Define Entrepreneurship & State its importance.	03
	(b)	What is Ratio Analysis? Explain its advantages in Entrepreneurship Development.	04
	(c)	Explain in detail on Franchising in Retail operations.	07
		OR	
Q.3	**(a)**	Write the types of store layouts.	03
	(b)	What are the different types of buying system?	04
	(c)	Explain the role & functions of entrepreneur in relation to the enterprise and economy.	07
Q.4	**(a)**	What are the factors influencing pricing?	03
	(b)	What are the factors influencing Buying Behaviour of consumers?	04
	(c)	Explain the steps involved in starting a new project.	07
		OR	
Q.4	**(a)**	What are the positive traits of successful entrepreneur?	03
	(b)	Explain the classification of Entrepreneurship.	04
	(c)	Define Project Identification & Project Design in detail.	07
Q.5	**(a)**	What do you mean by centralized buying system?	03
	(b)	Explain Expansion Strategies.	04
	(c)	What is break-even analysis? Explain its importance in entrepreneurship development.	07
		OR	
Q.5	**(a)**	What are the responsibilities of a Store Manager?	03

(b) Differentiate between Entrepreneurship v/s Management **04**

(c) Describe the role of IT in retailing. **07**