GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT- SEMESTER–VII EXAMINATION – WINTER 2022

Subject Code:173305   **Date:16-01-2023**
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.**
5. **Draw flow chart / layout wherever required.**

			Marks
Q.1	**(a)**	Write a short note on idea generation in entrepreneurship development.	**03**
	(b)	Differentiate between Entrepreneurship v/s Management.	**04**
	(c)	Explain different types of retail store layouts.	**07**
Q.2	**(a)**	Differentiate between a Business Plan and a Budget.	**03**
	(b)	What is ratio analysis? Explain its importance in entrepreneurship development.	**04**
	(c)	What is break-even analysis? Explain its importance in entrepreneurship development.	**07**

OR

	(c)	Explain the concept and classification of projects.	**07**
Q.3	**(a)**	Define the term retailing.	**03**
	(b)	Describe different types of retailing.	**04**
	(c)	Explain in detail different traits that are required to be a successful entrepreneur.	**07**

OR

Q.3	**(a)**	Define the term entrepreneurship.	**03**
	(b)	Describe various basis of segmentation.	**04**
	(c)	Explain Role and Function of entrepreneurship in relation to enterprise an economy.	**07**
Q.4	**(a)**	Write short note on careers in retailing.	**03**
	(b)	How does location affects the Success OR Failure of a retail store?	**04**
	(c)	Explain the role of financial institutions in promoting entrepreneurship.	**07**

OR

Q.4	**(a)**	Briefly explain any three functional areas in retail.	**03**
	(b)	What are the factors influencing retail shoppers?	**04**
	(c)	Define financial institution. Write down about NABARD & SIDBI.	**07**
Q.5	**(a)**	Discuss Variable pricings?	**03**
	(b)	What are the factors to be considered while Pricing?	**04**
	(c)	Explain different retail strategies in detail.	**07**

OR

Q.5	**(a)**	What do you mean by centralized buying system?	**03**
	(b)	Write down the different pricing strategies.	**04**
	(c)	What is role of IT in Retailing? Explain Electronic data Exchange and barcoding system.	**07**

****