

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT- SEMESTER-VII EXAMINATION – WINTER 2024**

**Subject Code:173305**

**Date:29-11-2024**

**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.**

**Simple and non-programmable scientific calculators are allowed.**

- Q.1** (a) What are the factors influencing retail shoppers? **03**  
(b) Write a note on career opportunities in retailing. **04**  
(c) State the factors affecting growth and development of retailing worldwide. **07**
- Q.2** (a) Discuss ideal layout of retail store. **03**  
(b) Explain the difference between Entrepreneurship and Management. **04**  
(c) What is break even analysis? Explain its importance in entrepreneurship development. **07**
- OR**
- (c) Describe the steps in planning retail communication. **07**
- Q.3** (a) Define publicity and public relations. **03**  
(b) Write a note on pricing methods. **04**  
(c) Explain in detail franchising in retail operations. **07**
- OR**
- Q.3** (a) Explain different types of buying systems. **03**  
(b) Differentiate business plan and budget. **04**  
(c) Explain the stages in project preparation. **07**
- Q.4** (a) Explain outsourcing. **03**  
(b) Explain classification of entrepreneurship. **04**  
(c) Explain the role of creativity, innovation and business research in entrepreneurship? **07**
- OR**
- Q.4** (a) Define project. **03**  
(b) Differentiate Quantifiable and Non Quantifiable Projects? **04**  
(c) Explain different retail strategies in detail. **07**
- Q.5** (a) What is merchandise management? **03**  
(b) Write a note on idea generation. **04**  
(c) Explain the role of financial institutions in promoting entrepreneurship. **07**
- OR**
- Q.5** (a) Explain segmentation and positioning. **03**  
(b) Explain the responsibilities of retail manager. **04**  
(c) Describe the role of IT in retailing. **07**