GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER–VII EXAMINATION – WINTER 2025

Subject Code:173305   **Date:20-11-2025**
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)**	Explain the importance of 'Non-Store Retailing'?	03
	(b)	Define the term Retail Site?	04
	(c)	Explain the term Marketing Mix?	07
			03
Q.2	**(a)**	Define the term a retail mix marketing?	
	(b)	Elaborate the term 'Retail Promotion'	04
	(c)	What are the factors which affect the retail store facade?	07
		OR	
	(c)	Enumerate the steps in the planning of retail communication	07
Q.3	**(a)**	Highlight the role of an Retail Manager?	03
	(b)	Define Sales Promotions?	04
	(c)	Explain various retail pricing methods?	07
		OR	
Q.3	**(a)**	What is Public Relation?	03
	(b)	What do you understand by Store Design & Lay Out?	04
	(c)	Elaborate the crucial role of Information Technology in Retail Operations in India?	07
Q.4	**(a)**	Elaborate conceptual definition of an entrepreneur?	03
	(b)	Differentiate between Entrepreneur & Manager.	04
	(c)	Explain the retail strategies in conjunction with growing India?	07
		OR	
Q.4	**(a)**	Explain the term Electronic Data Exchange in retail operations?	03
	(b)	Write about factors which can be considered for the interior and exterior of the store.	04
	(c)	What are innovations in entrepreneurial journey?	07
Q.5	**(a)**	Define MSME?	03
	(b)	Explain Ratio Analysis?	04
	(c)	Elaborate the role of financial institutions in entrepreneurship development in India?	07
		OR	
Q.5	**(a)**	Define the term Project?	03
	(b)	What do you understand by the 'Concept of a Project' in entrepreneurship development?	04
	(c)	Enumerate Budget & Planning Process for Young Entrepreneurs in India?	07

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