

DATE : 11.11.2021

TIME : 2.00 – 4.00

ST. FRANCIS DEGREE COLLEGE FOR WOMEN BEGUMPET, HYDERABAD – 16
(AN AUTONOMOUS COLLEGE OF OSMANIA UNIVERSITY)
V SEMESTER EXAMINATIONS NOVEMBER, 2021
FACULTY OF MANAGEMENT STUDIES
B.VOC (RETAIL MANAGEMNET AND IT) (CBCS) – III
HUMAN RESOURCE MANAGEMENT IN RETAIL

Code: UG/CC/BVRM/502

Time : 2 Hour

Max. Marks: 60

SECTION – A

I. Explain the following concept: 5 x 2 = 10

1. Define Human Resources
2. Decentralization
3. Recruiting
4. Motivation
5. Career Paths in Retailing

SECTION – B

II. Answer the Following: 5 x 10 = 50

6. Explain the Objectives of HRM in retailing.
(OR)
7. Discuss the role of HR in Retail Sector
8. Explain the factors to be considered for Organization design
(OR)
9. Discuss the organizational structure of D Mart.
10. Discuss various issues of HR in Retailing.
(OR)
11. Discuss the factors effecting the selection of HR personnel
12. Explain the need for motivation in retail sector
(OR)
13. Discuss various incentive plans.
14. Explain various types of positions in retailing
(OR)
15. Create a model interview of an HR personal.

DATE : 09.11.2021

TIME : 2.00 – 4.00

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FACULTY OF MANAGEMENT STUDIES
B.VOC (RETAIL MANAGEMENT AND IT) (CBCS) – III
INTEGRATED RETAIL MARKETING COMMUNICATIONS

Code: UG/CC/BVRM/501

Time : 2 Hour

Max. Marks: 60

I. Answer all of the following questions

5 X 2 = 10

1. Store Brands
2. Cooperative Advertising
3. Atmospherics
4. Stores sales force management
5. What are the advantages of public relations

II. Answer any one question from each section

5 X 10 = 50

6. What is brand equity? Describe benefits of branding a store to retailers and customers.
(OR)
7. What is store positioning? Explain the importance of positioning in creating a good image for the store.
8. Discuss the advantages and disadvantages of print media and out-of-home media.
(OR)
9. Elaborate on the following concepts: a) Media used in cooperative advertising
b) working of cooperative advertising
10. Define sales promotions. What are the steps involved in sales promotion.
(OR)
11. Discuss the role of private labels and window display for the purpose of In-store advertising.
12. What is personal selling? Describe the role of sales associate in satisfying the customers.
(OR)
13. What is direct marketing? Explain various tools of direct marketing.
14. Write in brief about the following: a) Public relations program and b) Challenges for integrated retail communications
(OR)
15. What are the challenges and opportunities for multi channel retailing?

DATE : 17.11.2021

TIME : 2.00 - 4.00

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V SEMESTER EXAMINATIONS NOVEMBER, 2021
FACULTY OF MANAGEMENT STUDIES
B.VOC (RETAIL MANAGEMNET AND IT) (CBCS) – III
MALL MANAGEMENT AND ADMINISTRATION

Code: UG/DSE/BVRM/502

Time : 2 Hour

Max. Marks: 60

Section – A

I. Answer All

5 x 2 = 10

1. Significance of Shopping Malls
2. Branding
3. Anchor
4. Leasing
5. Traffic Management

SECTION – B

II. Answer All

5 x 10 = 50

6. Explain the mall design process in detail.
(OR)
7. Discuss various types of shopping malls
8. Discuss the various category of services offered.
(OR)
9. Discuss the factors influencing the event management in India
10. Discuss the factors affecting the tenant mix in a shopping mall.
(OR)
11. How to facilitate the smooth movement of shoppers within the mall and avoid clustering and bottlenecks?
12. Define Risk? Explain the process of identifying and managing risk.
(OR)
13. Explain optimum utilization of resources in a mall by giving an appropriate example.
14. Discuss the various facilities provided in a mall.
(OR)
15. State the ambience required for a shopping mall.

DATE : 15.11.2021

TIME : 2.00 – 4.00

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V SEMESTER EXAMINATIONS NOVEMBER, 2021
FACULTY OF MANAGEMENT STUDIES
B.VOC (RETAIL MANAGEMNET AND IT) (CBCS) – III
RETAIL STORE OPERATIONS

Code: UG/DSE/BVRM/501

Time : 2 Hour

Max. Marks: 60

I. Answer any five of following Questions:

5 × 2 = 10

1. Opening the store.
2. Retail Arithmetic.
3. Gap check.
4. Gift voucher Management.
5. Feedback.

II. Answer ALL questions:

5 × 10 = 50

6. Discuss the process of filling with Merchandise by Sourcing and Merchandising.
(OR)
7. Elaborate the store opening process in detail.
8. Write a short note on :
(i) Sales per square feet (ii) Average Basket size
(OR)
9. Discuss in detail the Line fill and Case fill Rate. Give an example.
10. Bringout the Relevance of Stock Management to Retail Operations.
(OR)
11. Explain in detail regarding Quality returns and Defective Goods.
12. Elaborate on the importance of Security Measures in detail.
(OR)
13. Discuss the methods by which security can help reduce Shrinkage.
14. How does Customer Services Desk answer to Customers queries and help in Exchange of Defective products?
(OR)
15. Mention the process involved in the Enrolment of members for Loyalty program.
