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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

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|--|------------------------|
| <b>Programme Name:</b> BTech CSE ECRA                  | <b>Semester :</b> I    |
| <b>Course Name :</b> Retail Business Model & Processes | <b>Time :</b> 03 hrs.  |
| <b>Course Code :</b> CSER2001                          | <b>Max. Marks:</b> 100 |
| <b>Nos. of page(s) :</b> 01                            |                        |

Instructions:

**SECTION A**

**Note: All 5 questions are compulsory. Each question of Section A carries 4 marks.**

| S. No. | Question   | Marks | CO  |
|--------|--|-------|-----|
| Q 1    | Explain different types of retailers.              | 4     | CO2 |
| Q 2    | What is multichannel retailing?                    | 4     | CO1 |
| Q 3    | Explain the importance of location in retailing.   | 4     | CO3 |
| Q 4    | Explain ethical issues in retailing.               | 4     | CO4 |
| Q 5    | How customer relationship management is performed? | 4     | CO3 |

**SECTION B**

**Note: Answer all the questions. Each question of section B carries 10 marks.**

|     |  |    |            |
|-----|--|----|------------|
| Q 6 | Write a short note on retail market strategy.  | 10 | CO4        |
| Q 7 | Explain in detail different types of store layouts.  | 10 | CO3        |
| Q 8 | Explain the various factors influencing retail business in India.  | 10 | CO2        |
| Q 9 | What are the different government policies in retail sector?<br>OR<br>What is the role of MNC's in organized retail markets? | 10 | CO3<br>CO4 |

**SECTION-C**

**Note: Answer the questions. Each question of Section C carries 20 marks.**

|      |   |        |             |
|------|---|--------|-------------|
| Q 10 | Write note on: a)positioning b)advertising c)store image d)complaints Management  | 4x5=20 | CO1,<br>CO2 |
| Q 11 | Describe the socio-economic and technological influences on retail management.<br><br>OR<br>Explain in detail the evolution of International retailing. | 20     | CO4         |

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### SECTION A

**Note: All 5 questions are compulsory. Each question of Section A carries 4 marks.**

| S. No. |   | Marks | CO  |
|--------|---|-------|-----|
| Q 1    | Explain the buying process.                                     | 4     | CO2 |
| Q 2    | What is meant by consumer motivation?                           | 4     | CO1 |
| Q 3    | What do you understand by retail management information system? | 4     | CO3 |
| Q 4    | How customer relationship management is performed?              | 4     | CO4 |
| Q 5    | What is multichannel retailing?                                 | 4     | CO3 |

### SECTION B

**Note: Answer all the questions. Each question of section B carries 10 marks.**

|     |   |    |            |
|-----|---|----|------------|
| Q 6 | What is store layout? Explain different types of store layouts.   | 10 | CO1        |
| Q 7 | Explain the factors affecting consumer behavior.  | 10 | CO3        |
| Q 8 | What are different government policies in retail sector?  | 10 | CO2        |
| Q 9 | What is the role of MNC's in organized retail markets?<br>OR<br>Write a short note on retail market strategy. | 10 | CO3<br>CO4 |

### SECTION-C

**Note: Answer the questions. Each question of Section C carries 20 marks.**

|      |  |        |             |
|------|--|--------|-------------|
| Q 10 | Describe the socio-economic and technological influences on retail management. | 20     | CO1,<br>CO2 |
| Q 11 | Discuss the challenges and opportunities of retailing in India.                | 4x5=20 | CO4         |

OR

Write note on: a)positioning b)advertising c)store image d)complaints Management

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