

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2018**

**Programme Name: BTech CSE ECRA**

**Semester : III**

**Course Name : Retail Business Model & Processes**

**Time : 03 hrs**

**Course Code : CSER2001**

**Max. Marks : 100**

**Nos. of page(s) : 01**

Instructions:

**SECTION A**

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

S. No.		Marks	CO
Q 1	What is the need of relational information process in retail?	4	CO2
Q 2	What are the ethical issues in retailing?	4	CO1
Q 3	Explain the importance of location and space in retailing.	4	CO3
Q 4	What are the benefits of franchising?	4	CO4
Q 5	List out any four advantages of store level compliance.	4	CO3

**SECTION B**

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

Q 6	What are the recent trends in life style in retailing shopping behavior of customers of India?	10	CO4
Q 7	What do you mean by store layouts? Explain any two layouts in detail.	10	CO2
Q 8	What are the different government policies in retail sector? OR Explain the various factors influencing retail business in India.	10	CO4
Q 9	What are the parameters to be considered to have an effective retail pricing decisions?	10	CO3 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. Or Discuss the challenges and opportunities of retailing in India.	20	CO3, CO4
Q 11	Write short note on: a) Trends b) Merchandise c)Franchise d)Brands	4x5=20	CO1, CO2

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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	What are the various challenges in retailing?	4	CO2
Q 2	What are the demerits of franchising?	4	CO1
Q 3	What are the legal issues of franchising?	4	CO3
Q 4	List out any four advantages of store level compliance.	4	CO4
Q 5	What is the need of relational information process in retail?	4	CO3

### SECTION B

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

Q 6	What are the parameters to be considered to have an effective retail pricing decisions?	10	CO4
Q 7	Discuss the challenges and opportunities of retailing in India.	10	CO3
Q 8	Describe the socio-economic and technological influences on retail management.	10	CO2
Q 9	Write short note on: 1)store maintenance 2) supply chain management OR What are the different government policies in retail sector?	10	CO3 CO4

### SECTION-C

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

Q 10	Explain in detail the traditional and modern retail format in India	20	CO1, CO2
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Q 11	Write short note on: a) Trends b) Merchandise c)Franchise d)Brands OR What are the emerging trends in retail formats in organized and unorganized retail markets?	<b>4x5=20</b>	<b>CO4</b>
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