

2125

B. Voc. (Retail Management) FYUP
First Semester
BRM-101: Introduction to Retailing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

I. Attempt any four of the following:-

- a) Explain the nature of retailing and discuss its scope in the modern economy.
- b) Discuss the classification of retailing.
- c) "What is a retail strategy?"
- d) Outline the retail format of supermarkets. How do they differ from hypermarkets and warehouse clubs in terms of format and strategy?
- e) What is the "Wheel of Retailing" theory? Give a short description of its phases.
- f) List three environmental (macro) factors that have influenced the growth of organised retailing in India.

UNIT - I

- II. With the help of recent developments (e-commerce, omni-channel, organised retail), evaluate the changing nature of retailing and what this implies for retailers and consumers.
- III. Imagine you are designing a training programme for entry-level retail staff. Outline the functions under retailing they must understand, the factors influencing retailing decisions they must be aware of, and how you would motivate them to view retailing as a career path rather than just a job.

UNIT - II

- IV. Outline the key steps in the strategic retail planning process and explain why each step is important.
- V. Distinguish between a corporate chain, a retailer cooperative and a voluntary chain system of retail organisation. Give examples.

UNIT - III

- VI. Define "merchandising mix" and discuss in detail its components (such as product assortment, price, presentation, promotion, space) and how each component influences retailer performance.

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- VII. Discuss the concept of the retail life cycle. Define each of its stages (Introduction/Innovation, Growth, Maturity, Decline). For each stage explain the strategic implications for a retailer (e.g., what strategic moves are necessary at each stage).

UNIT - IV

- VIII. Discuss the environmental and legislative factors affecting retailing in India. Include in your discussion macro-environmental influences, government policy/regulation (including FDI policy), and how these shape retail strategy.
- IX. Examine the structure of retailing in rural India: discuss the nature of retail operations there, the growth potential, the constraints, and strategies a retailer might adopt to succeed in a rural market.

x-x-x

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B. Voc. (Retail Management) FYUP
First Semester
BRM-102: Principles of Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

- I. Attempt any four of the following:-
 - a) What are the various principles of management?
 - b) What makes Supervision effective?
 - c) Differentiate between Internal and External coordination.
 - d) What is Induction?
 - e) Give the essentials of a learning organization.
 - f) What are the basic components of an MBO system?

UNIT - I

- II. Discuss the contribution of Peter F. Drucker in the field of management.
- III. Explain the role of managers in ever changing business environment.

UNIT - II

- IV. Explain the need and importance of delegation of authority.
- V. Explain the various sources of recruitment. Give the advantages and shortcomings of each source.

UNIT - III

- VI. Explain the current issues faced by the HR Managers in motivating the employees of the organization.
- VII. Explain the Managerial Grid of leadership as given by Robert Blake and Jane Mouton.

UNIT - IV

- VIII. What is controlling? Explain the various techniques of controlling.
- IX. Explain the ways in which diversity can be managed in the organisations by HR Managers.

x-x-x

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B. Voc. (Retail Management) FYUP
First Semester

BRM-103: Computerized Accounting and Enterprises Resource Planning

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

1. Attempt any four of the following questions:-
 - a) Mention any two limitations of computerized accounting.
 - b) Why is a ledger called the “book of final entry”?
 - c) Give two reasons for the difference between the cash book balance and the passbook balance.
 - d) Name any two computerized accounting software used in India.
 - e) What is a typical business process workflow in ERP?
 - f) Name any two disadvantages of ERP solutions.

UNIT - I

2. Describe the accounting equation and its importance in maintaining the balance of accounts. Illustrate with suitable examples.
3. What are the key steps involved in preparing a journal, ledger, and trial balance in computerized accounting? Illustrate with examples.

UNIT - II

4. Discuss the role of modern accounting software in automating the preparation of cash book and bank reconciliation statements.
5. Discuss the impact of depreciation on financial statements and how it is treated in computerized accounting systems.

UNIT - III

6. Discuss the typical business process workflow in ERP systems and how they integrate various business functions.

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7. Discuss the benefits of implementing ERP systems in organizations with examples of improved operational efficiency.

UNIT - IV

8. What are the disadvantages of ERP systems? How can these be mitigated through proper planning and risk management?
9. Discuss ERP strategy options and the importance of managing implementation partners effectively to ensure project success.

x-x-x