Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER– VII • EXAMINATION – SUMMER 2015

Subject Code: 173305 **Date:16/05/2015**

Subject Name: Retail Operation & Entrepreneurship Development

Time: 02.30pm-05.00pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Define retailing &Entrepreneurship along with its importance.	**07**
	(b)	What are various types of retail formats?	**07**
Q.2	**(a)**	Discuss retail marketing mix.	**07**
	(b)	How does location affects the Success OR Failure of a retail store?	**07**
		OR	
	(b)	What is a project? Also discuss its classification.	**07**
Q.3	**(a)**	Discuss different types of store layouts.	**07**
	(b)	What is retails communication mix?	**07**
		OR	
Q.3	**(a)**	Discuss role & function of Entrepreneur In relation to enterprise & economy?	**07**
	(b)	What are various Entrepreneurial traits?	**07**
Q.4	**(a)**	Discuss various steps in planning retail communication.	**07**
	(b)	Define retail strategy.	**07**
		OR	
Q.4	**(a)**	Discuss various Govt. policies for young Entrepreneurs & SME's.	**07**
	(b)	What is retail image mix?	**07**
Q.5	**(a)**	What is the role of IT In retail?	**07**
	(b)	Discuss various retail strategies.	**07**
		OR	
Q.5	**(a)**	Discuss the role of financial institutes to promote entrepreneurship.	**07**
	(b)	What is breakeven analysis?	**07**

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