

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT- SEMESTER-7 EXAMINATION – WINTER - 2016

Subject Code:173305

Date: 26/10/2016

Subject Name: Retail operation and Entrepreneurship Development

Time: 10:30AM – 01:00PM

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) Explain different types of retail communication mix in detail **07**
(b) Explain different pricing strategies **07**
- Q.2** (a) Information technology plays vital role in retailing- discuss **07**
(b) Explain entrepreneurship and characteristic of entrepreneur **07**
- OR**
- (b) State different methods of analysis of entrepreneur and discuss any one **07**
- Q.3** (a) Explain different government policy for new entrepreneur **07**
(b) Explain different types of store layouts **07**
- OR**
- Q.3** (a) Explain factors affecting retail site selection **07**
(b) Explain role and functions of entrepreneur **07**
- Q.4** (a) Discuss various motivational factors of entrepreneurs **07**
(b) Discuss various sources of ideas for entrepreneurs **07**
- OR**
- Q.4** (a) Distinguish between enterprise and entrepreneur **07**
(b) Explain steps in planning retail communication **07**
- Q.5** (a) Discuss various formats of retail mix **07**
(b) Explain advertisement and sales promotion **07**
- OR**
- Q.5** (a) What is differentiation? Discuss different differentiation strategies **07**
(b) Explain Outsourcing in detail **07**
