

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VII • EXAMINATION – WINTER • 2014

Subject Code: 173305

Date: 08-12-2014

Subject Name: Retail Operation and Entrepreneurship Development

Time: 10:30 am - 01:00 pm

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) What is retailing? Explain Retail marketing mix in detail **07**
(b) Write a detail note on “ Factor affecting consumer behavior “ **07**
- Q.2** (a) What is pricing strategies? Explain Various pricing method **07**
(b) Explain – “ Factor affecting store layout” **07**
- OR**
- (b) Explain various level of channel **07**
- Q.3** (a) Write a note on Sales promotion **07**
(b) Explain Role and Function of entrepreneurship in relation to enterprise an economy **07**
- OR**
- Q.3** (a) What is retail Strategy? Explain various retail strategies **07**
(b) What is role of IT in Retailing? Explain Electronic data Exchange and barcoding system **07**
- Q.4** (a) What is retail location? Explain Factor to be consider while evaluating retail location decision **07**
(b) Explain in detail steps in selection site **07**
- OR**
- Q.4** (a) What is segmentation? Explain various basis of segmentation **07**
(b) What is target market? Explain its process in detail **07**
- Q.5** (a) Write a Short note on break even Analysis **07**
(b) Explain Role of Financial institution **07**
- OR**
- Q.5** (a) Write a detail note on 1.project design and Report 2. Social Cost benefit analysis **07**
(b) What is trait? Explain outsourcing , Franchising and Entrepreneurial Trait **07**
