

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**

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