Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT - SEMESTER-VII EXAMINATION - WINTER 2015

	•	ect Code: 173305 Date: 09/12/2015 ect Name: Retail operation & Entrepreneurship Development	
	Time: Instruc	: 10:30am to 1:00pm Total Marks: 70	
-		<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>	
Q.1	(a) (b)	What is retailing? Explain the types of retailing. Short note: Retail marketing mix.	07 07
Q.2	(a) (b)	Explain retail organization structure.  What are the factors affecting retail location decision.	07 07
	<b>(b)</b>	OR Explain factor affecting site selection.	07
Q.3	(a) (b)	Explain store design also explain interiors & exteriors of store design.  Explain following terms:  a. Retail communication b. Sales promotion c. Advertising d. Personal selling  OR	07 07
Q.3	(a) (b)	Explain steps in planning retail communication.  Explain following retail strategies,  a. Differentiation strategies  b. Growth strategies  c. Expansion strategies  d. Pricing strategies	07 07
Q.4	(a) (b)	What are the roles of IT in retailing? What is entrepreneurship development? Explain the classification of project.  OR	07 07
Q.4	(a) (b)	Explain following terms,  a. Ratio analysis  b. Financial analysis  c. Break even analysis  Short note: Budget and planning process	07 07
Q.5	(a) (b)	Short note: Entrepreneurship vs. Management Define following terms,	07 07
Q.5	(a) (b)	Explain the role & functions of entrepreneur. What is pricing? Explain strategies of pricing.	07 07

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