


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2022</b>			
<b>Course: Retail Business Model and Processes</b> <b>Program: B.Tech CSE</b> <b>Course Code: CSER 2001</b>		<b>Semester: V</b> <b>Time: 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions: Explain in short. (60-70 words)</b>			
<b>SECTION A</b> <b>(5Qx4M=20Marks)</b>			
S. No.		Marks	CO
Q 1	In what ways modern retail formats overcome the traditional retailing ways.	4	CO1
Q 2	Describe the characteristics of retailing.	4	CO2
Q 3	Explain the term International Retailing.	4	CO4
Q 4	Discuss the advantage of Retail Business Processes.	4	CO1
Q 5	Briefly discuss the concept of Inventory Management.	4	CO4
<b>SECTION B</b> <b>(4Qx10M= 40 Marks)</b>			
<b>Instruction: Write brief notes. (100-150 words)</b>			
Q 6	Write a short note on Energy Management and Renovations done in the retailing domain.	10	CO2
Q 7	Write all the steps followed for the maintenance of store that will enhance the profit in retailing domain.	10	CO3
Q 8	Mention the market entry strategies used in the retailing management domain. Also, explain the functions of retailing.	10	CO1
Q 9	Define Organized and Unorganized retailing. Also, specify the factors influencing the retailing process.  <b>OR</b>  Elaborate the term International Retailing and the basic idea used behind this concept. Also explain the term vendor management.	10	CO2
<b>SECTION-C</b> <b>(2Qx20M=40 Marks)</b>			
<b>Instruction: Write long answer. (Up to 350 words while explaining)</b>			

**There is no choice for question no.11.**

Q 10	Describe the term Retail Store Layout. Also mention the types of essential retail store layouts used nowadays.  <b>OR</b>  Explain the idea of Retailing. Also elaborate the difference between traditional and modern retail formats. (10+10)	<b>20</b>	<b>CO3</b>
Q 11	Elaborate the basic concept used in Retail Franchising. Also mention the advantages and disadvantages of Franchising.	<b>20</b>	<b>CO4</b>