


Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2022			
Course: Retail Business Model and Processes Program: B.Tech CSE Course Code: CSER 2001		Semester: V Time: 03 hrs. Max. Marks: 100	
Instructions: Explain in short. (60-70 words)			
SECTION A (5Qx4M=20Marks)			
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
SECTION B (4Qx10M= 40 Marks)			
Instruction: Write brief notes. (100-150 words)			
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. <p style="text-align: center;">OR</p> Elaborate the term International Retailing and the basic idea used behind this concept. Also explain the term vendor management.	10	CO2
SECTION-C (2Qx20M=40 Marks)			
Instruction: Write long answer. (Up to 350 words while explaining)			

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. OR Explain the idea of Retailing. Also elaborate the difference between traditional and modern retail formats. (10+10)	20	CO3
Q 11	Elaborate the basic concept used in Retail Franchising. Also mention the advantages and disadvantages of Franchising.	20	CO4