

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3508

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Unique Paper Code : 6322483601

Name of the Paper : Retail Planning and Legal Framework (DSC-16)

Name of the Course : B.Voc.-Retail Management & IT

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt five out of the given questions.
3. All questions carry equal marks.

1. Retailing today is driven by strategic insights and consumer behaviour analysis. Discuss how a retailer can align its strategies with consumer trends and preferences?
(9, 9)

2. What is franchising in retail? Evaluate its advantages and disadvantages for both franchisors and franchisees with relevant examples.
(7, 11)

P.T.O.

3. Why is service quality critical in differentiating retail brands? How can technology improve service delivery in retail? (9, 9)
4. Explain the role of advertising in creating brand awareness for a retail store. Mention any two types of media used. (10, 8)
5. How did the Supreme Court ruling impact retail businesses in India? What penalties are imposed for violating the Legal Metrology Act? (9,9)
6. What role does MIS play in decision-making? What are the key challenges in logistics and SCM security? (9, 9)
7. What are the key legal requirements for setting up a retail store? How can retailers ensure compliance with consumer protection laws? (9, 9)
8. Write short notes on the following- (6x3=18)
 - a) Trade mark
 - b) Consumer Protection Act,2019
 - c) FSSAI