U.G. DEGREE EXAMINATION – DECEMBER, 2018.

Second Year

ENVIRONMENTAL STUDIES

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 2 pages.

1. Discuss the nature and scope of environmental studies.

    சுற்றுச்சூழல் ஆய்வுகளின் இயல்பையும் நோக்கத்தையும் பற்றி விவாதிக்கவும்.

2. Give a short note on energy resources.

    ஆற்றல் வளங்கள் – விளக்கவும்.

3. Write a brief account of ecosystem.

    சுற்றுச் சூழலியல் அமைப்பு – விளக்கவும்.

4. What are the causes for water pollution?

நீர் மாசுக்கான காரணங்கள் யாவை?

5. Explain any five strategies of disaster management.

பேரிடர் மேலாண்மையின் ஏதேனும் ஐந்து திட்டங்களை விளக்கவும்.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 5 pages.

6. Explain the significance of environmental studies.

சுற்றுச்சூழல் ஆய்வுகளின் முக்கியத்துவத்தை விளக்கவும்.

7. Write a detailed note on "Need and importance of Environmental Education".

சுற்றுச்சூழல் கல்வியின் தேவை மற்றும் முக்கியத்துவத்தை விளக்கவும்.

8. What are the threats to biodiversity? Explain.

பல்லுயிரியலுக்கான அச்சுறுத்தல்கள் என்ன விளக்கவும்.

9. Analyze the role of an individual in prevention of pollution.

மாசு குறைபாட்டை தடுக்கும் ஒரு நபர் பங்கை ஆராயவும்.

10. Explain the significance of Environmental ethics.

சுற்றுச்சூழல் நெறிமுறைகள் – முக்கியத்துவத்தை விளக்கவும்.

11. Explain the significance of solid waste management.

திட கழிவு மேலாண்மை – முக்கியத்துவத்தை விளக்கவும்.

12. Explain how environment influences human health.

சுற்றுச்சூழல் மனித ஆரோக்கியத்தை எவ்வாறு பாதிக்கிறது என்பதை விளக்கவும்.

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B.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

Second Year

MARKETING MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the nature and scope of marketing.

   சந்தையியலின் இயல்பு மற்றும் அதன் நோக்கத்தினை விளக்குக.

2. What are the factors that influencing buyer behaviour?

   வாங்குபவர்களின் நடத்தையை பாதிக்கும் காரணிகள் யாவை?

3. Write short notes on consumer goods and industrial goods.

   நுகர்வோர் மற்றும் தொழிற்துறை பொருட்கள் பற்றி சிறுகுறிப்பு வரைக.

4. Explain in detail about new product pricing.

புதிய பொருட்களின் விலை நிர்ணயம் பற்றி சற்று விரிவாக விவரிக்கவும்.

5. Write short notes on sales promotion.

விற்பனை விருத்தியினை சுருக்கமாக விவரிக்கவும்.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Elaborate the functions of marketing management.

சந்தைப்படுத்தல் நிர்வாகத்தின் செயல்பாடுகளைப் பற்றி விரிவாக விளக்கவும்.

7. Explain the various stages of buying decision process.

வாங்குபவர் முடிவெடுத்தலில் உள்ள பல்வேறு படிநிலைகளை விளக்குக.

8. Explain marketing strategies in detail.

சந்தையியல் உத்திகள் என்பதனை விரிவுப்படுத்தவும்.

9. 'Product life cycle' – Explain.

தயாரிப்பு/பொருள் வாழ்நாள் சுழற்சி முறையினை விவரிக்கவும்.

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10. Explain in detail about the channels of distribution.

விநியோக தொடர் வரிசையினைப் பற்றி விரிவாக விளக்கவும்.

11. Explain in detail about sales forecasting.

விற்பனை முன் அறிவிப்பினை தெளிவாக விவரிக்கவும்.

12. Elucidate about marketing information system.

சந்தையியல் தகவல் அமைப்பு முறைப் பற்றி தெளிவுபடுத்துக.

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B.B.A. DEGREE EXAMINATION —
DECEMBER, 2018.

Second Year

Retail Management

BUSINESS MATHEMATICS AND STATISTICS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Describe the Construction of Histogram.

2. Explain the uses of statistics.

3. Define Variable. Give Examples.

4. Find the Standard Deviation from the following data:

    X : 20   30   50   80   100

    f :   8   12   20   14   6

5. Find or solve the inverse of matrix $A = \begin{bmatrix} 5 & 2 \\ -7 & -3 \end{bmatrix}$ if it exists.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Calculate mean median and mode from the following data. Students from a class room frequency distribution of weight of students as follows:

Weight of the Students : 50 55 60 65 70 75 80

No. of Students :   20 17 7   5   3   4   1

7. Briefly explain the Nature and Scope of Statistics.

8. Calculate Mean Deviation about median for the following data

Class :   0-10 10-20 20-30 30-40 40-50 50-60

Frequency :   6   7   15   16   4   2

9. Elaborate Concept of Maxima and minima applications of these concepts in business.

10. Explain the Measures of Central Tendency and its methods with example.

11. Calculate and analyze the correlation coefficient between the number of study hours and the number of sleeping hours of different students.

Number of Study Hours :   2   4   6   8   10

Number of Sleeping Hours :   10   9   8   7   6

12. For the data below, compute regression coefficients a and b.

$$Y \quad 5 \quad 9 \quad 10 \quad 3 \quad 8$$

$$X \quad 7 \quad 4 \quad 1 \quad 10 \quad 3$$

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B.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

Second Year

Retail Management

BUSINESS COMMUNICATION

Time : 3 hours　　　　　　Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1.　What is the importance of business communication?

2.　What are the various forms of Oral communication?

3.　Write a note on insurance correspondence.

4.　Bring out the difference between hearing and listening?

5.　What are the different stages of collecting letter.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What are the essential of good business letter?

7. Briefly explain the steps involved in drafting a sales circular letter.

8. Write a letter to Bank Manager stating that missing cheque leaf and making stop payment for the particular leaf.

9. Write a letter to the Supplier Cancellation of order due to Goods are in Low Quality in Previous order and Complaints received from Customers regarding Quality of the Product.

10. Discuss the various forms of a business letter and state with the reason which one is most desirable.

11. As a CEO of a company, draft a memo to service engineer for customer is complaints.

12. Explain the methods of communication with its merits and demerits.

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B.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

Second Year

Retail Management

HUMAN RESOURCE MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1.   What are the objectives of HRM?

2.   How will you reduce employee attrition Rate in a company?

3.   Differentiate Recruitment Vs Selection.

4.   Difference between Training and Development.

5.   Explain the Management of Grievances in a retail organisation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss in detail the current trends in retail HRM.

7. Explain the Advantages of promotion, Transfer and Demotion.

8. What are sources of recruitment in retail sector? Explain.

9. How do you motivate employee in retail Industry.

10. If you're a HR in Retail Super Market. You employee of your concern wants take holiday on previous week of Diwali but its high business hours for the concern not able to provide leave. How will you convince the employee – Explain?

11. Explain the Maslow's need Hierarchy theory of Motivation.

12. How develop Employee Morale in a retail organisation.

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B.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

Second Year

STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain briefly the various Visual Merchandising Fixtures.

2. How would a retailer use information provided by a planogram?

3. Describe types of Merchandise Categories based on its location.

4. Explain about Digital Signages.

5. Describe about various ways through which Music plays a factor in customer satisfaction.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Elucidate various store design objective in detail.

7. Describe various usage of Signage and Graphics in detail also suggest effective ways for usage.

8. Elucidate the things one can plan in interior design for creating an appealing store.

9. Explain about various types of Store layouts with suitable diagrams.

10. Explain important considerations to be take for Space planning for a Store.

11. List various Merchandise presentation techniques in detail.

12. Assume you have been hired as a consultant to assess a local discount store's effective choice of its location. What factors would you consider to assess the store's locational advantage?

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