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

Third Year

MERCHANDISE MANAGEMENT AND PRICING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions

All questions carry equal marks.

1.   What is Merchandise management and list out its objectives.

2.   Explain how sales forecast is carried out in merchandise planning.

3.   Elucidate how vendors are evaluated and chosen.

4.   Define Financial Merchandise management and list out benefits of a well-structured financial merchandise plans.

5.   Describe some major retail pricing strategies.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions

All questions carry equal marks.

6. Explain briefly the various factors affecting merchandising function.

7. Describe various methods for identifying the source of supply.

8. Elucidate the importance of Assortment planning.

9. Explain the Merchandise Budget Planning Process with the help of a flow diagram

10. Describe in brief the concept of life style merchandising.

11. List out various Retail pricing objectives.

12. Assume that you are a consultant hired for assessing the performance of a merchandise. How would you evaluate the performance of the merchandise?

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

Third Year

RETAIL STORE OPERATIONS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain about various components of Retail Operations.

2. What is Promotional Ordering? Explain with a suitable example.

3. Elucidate briefly the advantages of Self-service and checkout operations.

4. Describe various anticipated causes of customer complaints.

5. Define Store maintenance and its importance.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain briefly the various Responsibilities of a Store Manager.

7. Describe various Inventory management Techniques.

8. Explain the various merchandising factors in self service.

9. Explain ways for simplification of Customer checkout process.

10. Describe in brief the various methods of controling costs.

11. List out various Customer Complaint Redressal Practices.

12. Discuss how retailers can reduce shrinkage from shoplifting and employee theft.

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

Third Year

CONSUMER BUYING BEHAVIOUR

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 need for studying consumer behavior?

2. Explain the buying process in retailing.

3. What is the role of motivation in buying behavior?

4. Write a short note on reference group.

5. Explain composite segmentation approach.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write a short note on the following:

   (a) Consumer value.

   (b) Satisfaction.

   (c) Retention.

7. Explain the various types of buying decision using suitable examples.

8. Explain in detail the individual determinants of buying behavior.

9. Explain the role of perception and attitude in buying behavior.

10. Explain the social factors influencing the consumer decision making process.

11. Write a note on Retail market segmentation and criteria for segmentation.

12. Write a note of Loyalty and its impact on consumer buying behavior.

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

Third Year

CUSTOMER SERVICE AND PERSONAL SELLING IN RETAILING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. How to reduce customer service gap?

2. Explain effective communication between customer and service provider?

3. What are the steps involved in customer relationship management?

4. How do you collect customer information?

5. How to Build Rapport?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Who is a sales personal and their duties and responsibilities?

7. Explain the role of sales personal in retails organization.

8. Explain customer relationship program and management in personal selling in retailing.

9. Briefly explain service and recovery of service.

10. What do you mean by Gap in service and steps in reducing Gap?

11. Explain the procedure to building up a rapport.

12. What are the theories of personal selling in retailing?

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

Third Year

Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1.   Discuss the role of 3PL with example.

2.   Define logistics and explain its functions.

3.   Write short note on outsourcing.

4.   Explain the concept of Distribution centre.

5.   Write a short note on replenishment cycle.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the nature and scope of demography.

7. What are the issues involved in developing the supply chain management.

8. What is vendor management? How is it integrated with supply chain management?

9. Enumerate the recent developments in the multimodal transport.

10. Explain the role of information technology that issued in the supply chain management.

11. Discuss the financial evaluation of supply chain decisions.

12. Discuss the role of E-business in supply chain management.

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

Third Year

Retail Management

INFORMATION TECHNOLOGY AND E-TAILING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1.   What is retail information systems?

2.   Explain the term Customer Relation Management.

3.   Write short note on "web Application".

4.   What is Retail management information system?

5.   State the features of Electronic Loyalty scheme.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the role of retail data capture in retail transaction.

7. What are the factors to be considered in designing effective electronic funds transfer?

8. How to tackle web limitations through information technology innovation?

9. State the benefits of database marketing.

10. Discuss the various IT innovative measures taken to tackle the limitations of web applications.

11. State and explain the importance of E-Commerce in Retailing Institution.

12. Explain the role of retail data capture in retail transaction.

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