



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No : 164

Programme Name : BBAR

Course Code & Name: BBAR – 21& BUSINESS MATHS & STATISTICS

Batch : AY 2018-19

No.of Assignments : 3

Maximum CIA Marks : 25 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain the types of Data and their merits and demerits.
2. Explain De-morgan's law with diagram.

3.

$$A = \begin{vmatrix} 1 & -1 & 1 \\ -3 & 2 & -1 \\ -2 & 1 & 0 \end{vmatrix} \quad B = \begin{vmatrix} 1 & 2 & 3 \\ 2 & 4 & 6 \\ 1 & 2 & 3 \end{vmatrix}$$

Computer AB and BA

ASSIGNMENT – 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain mode and explain. How to calculate mode with example.
2. If the total cost function $TC = \frac{x^3}{3} - 3x^2 + 9x$ find at what level will it be?
3. Calculate the median of the following data compiled from the traders in your area.
Sales (1000 Rs.) : 0-10 10-20 20-30 30-40 40-50 50& Above
No. of Traders : 5 7 12 18 8 5

ASSIGNMENT – 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. A sample of 100 students mark in a particular subject drawn from TNOU is given below. Compute the Mean Deviation.

Marks obtained	No. of Students
30-34	5
35-39	8
40-44	12
45-49	20
50-54	27
55-59	20
60-64	8

2. The following table presents a sample data relating to number of study hours spent by students and their scores in examination find the least square regression line.

Sampled Student	Hours of Study	Exam Grade
1	20	64
2	16	61
3	34	84
4	23	70
5	27	88
6	32	92
7	18	72
8	22	77

3. Following table shows the prices of Wheat and Rice over a period of time. Construct a simple aggregate price index number.

Year	Commodity Price	
	Wheat	Rice
1961	554	427
1962	559	430
1963	673	622
1964	692	576



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No : 164
Programme Name : BBAR
Course Code & Name: BBAR – 22 & BUSINESS COMMUNICATION
Batch : AY 2018-19
No.of Assignments : 2
Maximum CIA Marks : 25 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Write a letter of refusal expressing inability to execute an order.
2. Draft a circular letter for change in the premises.
3. Explain the stages in writing a collection letters.

ASSIGNMENT – 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Draft a letter of notice of damage by fire with a request to settle the claim for damage.
2. Explain the important stages related to export correspondence.
3. Explain the modern forms of communication.



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No : 164

Programme Name : BBAR

Course Code & Name: BBAR – 23 & MARKETING MANAGEMENT

Batch : AY 2018-19

No.of Assignments :3

Maximum CIA Marks : 25 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain Bases of segmentation.
2. Elaborate the concepts marketing in new economy.
3. Explain the tools of marketing.

ASSIGNMENT – 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Specify the suitable strategies for different types of Buying Decisions.
2. Explain market strategy in detail.
3. Describe in the product classification.

ASSIGNMENT – 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain are the factors influencing pricing.
2. Describe in the functions of wholesalers.
3. Explain Sales forecasting in detail.



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No : 164
Programme Name : BBAR
Course Code & Name: BBAR – 24 & HUMAN RESOURCE MANAGEMENT
Batch : AY 2018-19
No.of Assignments : 3
Maximum CIA Marks : 25 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Describe the Selection Process in detail.
2. Describe the functions and roles personnel manager.
3. Define man power planning. Describe the man power planning process in detail.

ASSIGNMENT – 2

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Describe briefly the various methods of Performance Appraisal.
2. Define Incentive. Explain the various important incentive plans of wage payment.
3. Define Human Relations. Explain the fundamental concepts of Human Relations.

ASSIGNMENT – 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Explain how labour turnover may be measured and controlled.
2. (i) What is meant by Collective Bargaining Agreement? What may be the items included in Collective Bargaining Agreement?
(ii) How does Collective Bargaining fair in India? Give suggestions to improve it.
3. Define Grievance. Explain Grievance Procedure, the benefits and desirable features of Grievance Procedure.



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No : 164

Programme Name : BBAR

Course Code & Name: BBAR – 25 & STORE LAYOUT, DESIGN AND VISUAL
MERCHANDISING

Batch : AY 2018-19

No.of Assignments : 2

Maximum CIA Marks : 25 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the factors to be considered for allocating space for new retail store.
2. Explain POP areas.
3. Explain allocating space according to product profitability.

ASSIGNMENT – 1

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Critically analyze the product production techniques for a electronics goods retailer.
2. Describe the salient feature of name, logo, and retail identify.
3. Discuss various techniques of presentation.