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| **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** | | |
| **COURSE – BBAR – II YEAR** | **COURSE CODE** | **BATCH** |
| **BUSINESS MATHEMATICS & STATISTICS** | **BBAR - 21** | **CY 2018** |

**Time: 1 Hour Total Marks: 25**

**Part – A (2x5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. A= {1,2,3,4,5} B={3,4,6,7} C={3,5,6,7} verifty the Distribution law

A υ (B**∩**C) = (AυB) **∩** (AυC).

1. Examine the nature of the total cost function TC = a (x-5) 3+ b, where x is quantity produced and a and b are positive constants.
2. 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 |

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Show that the curve y= x e ¯ ͋ has one maximum point and one point of inflexion.
2. Find the SD of the following series

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Age | 20-25 | 25-30 | | 30-35 | 35-40 | 40-45 | | 45-50 |
| No.of Persons | 170 | 110 | | 80 | 45 | 40 | | 35 |
| **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** | | | | | | | | | |
| **COURSE – BBAR – II YEAR** | | | **COURSE CODE** | | | | **BATCH** | | |
| **BUSINESS COMMUNICATION** | | | **BBAR - 22** | | | | **CY 2018** | | |

**Time: 1 Hour Total Marks: 25**

**Part – A (2x5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Write a short notes on Offers and Quotations
2. Draft a letter from requesting Insurance of Cargo.
3. Short notes on (a) Local Area Network (LAN) (b) Wide Area Network (WAN)

(C) World wide Web (WWW)

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain the contents of an Order Letter and Draft Importer’s order for the supply of Foreign Nylon sarees.
2. Define Business Report. Explain steps involved in Business Report writing.

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| **COURSE – BBAR – II YEAR** | **COURSE CODE** | **BATCH** |
| **MARKETING MANAGEMENT** | **BBAR - 23** | **CY 2018** |

**Time: 1 Hour Total Marks: 25**

**Part – A (2x5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define Market and explain its types.
2. What are the functions of Packaging?
3. Explain the types of channel.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain the Product Life Cycle. How does the Product Life Cycle help the marketers?
2. Describe the various Pricing Strategies.

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| **COURSE – BBAR – II YEAR** | **COURSE CODE** | **BATCH** |
| **HUMAN RESOURCE MANAGEMENT** | **BBAR - 24** | **CY 2018** |

**Time: 1 Hour Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Distinguish between Training and Development.
2. Explain the process of Performance Appraisal.
3. Define Collective Bargaining. What are the conditions essential for Collective Bargaining?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. Describe the Selection Process in detail.
2. Explain the meaning and objectives of Industrial Relations. Identify the factors influencing Industrial Relations.

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| **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** | | |
| **COURSE – BBAR – II YEAR** | **COURSE CODE** | **BATCH** |
| **STORE LAYOUT, DESIGN & VISUAL MERCHANDISING** | **BBAR - 25** | **CY 2018** |

**Time: 1 Hour Total Marks: 25**

**Part – A (2x5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What do you mean by Free Form Layout?
2. Outline the benefits of using technology in the planning of Stores Designs
3. Explain the importance of atmospherics in retail store.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. What are the factors needs to be consider for designing a retail store planning?
2. Evaluate the relationship between the Visual Merchandising and Store’s Service Level. Explain the problems in Visual Merchandising and how do you overcome the problems?