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| **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** | | |
| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **MERCHANDISE MANAGEMENT & PRICING** | **BBAR - 31** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. Define Merchandise Planning.
2. How do you determine Planned Sales and Purchase?
3. Explain the different kinds of Pricing Approaches and the Retailer.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Discuss the important of Sales Forecast in Retail Merchandising.
2. Illustrate the steps in the process of Private Label Creation.

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| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **RETAIL STORE OPERATIONS** | **BBAR - 32** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. Write short notes on Planograms.
2. List out the steps in Selling Process.
3. What are the advantages and disadvantages of credit to the retailer?

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Discuss the elements of Store Components.
2. Discuss the ABC analysis in detail.

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| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **CONSUMER BUYING BEHAVIOUR** | **BBAR - 33** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. What is mean by Consumer Buying Decision?
2. Explain the concept emotional support.
3. Explain the importance of Positioning and Targeting in Retail Marketing.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Critically analyse different components of Purchase Decision Process and state its utility in Retail Sector.
2. Analyse the different dimensions for Market Segmentation.

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| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **CUSTOMER SERVICE & PERSONAL SELLING IN RETAILING** | **BBAR - 34** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. List out the services provided by the Retailers.
2. Explain the meaning of personal selling.
3. Explain the qualities of successful Sales Personnel.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain the role of Customer Relationship Management in Retailing.
2. Discuss the benefits of personal selling over advertisement in retail marketing.

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| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **LOGISTICS & SUPPLY CHAIN MANAGEMENT** | **BBAR - 35** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. What are the elements of Supply Chain Management?
2. What types of distribution networks are typically best suited for community items?
3. Distinguish between Third Party and Fourth Party Logistics Outsourcing.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Discuss the various issues involved in the development of Supply Chain Management.
2. Evaluate the strengths and weakness of different modes of transportation.

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| **COURSE – BBAR – III YEAR** | **COURSE CODE** | **BATCH** |
| **INFORMATION TECHNOLOGY & E-TAILING** | **BBAR – 36** | **CY 2017** |

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

**Part – A (2x5 = 10 Marks)**

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

1. Explain the role of Retail Data Capture in Retail Transaction.
2. How are retailing services classified?
3. Write a note on the emerging sectors in retail in India.

**Part – B (1x15 = 15 Marks)**

**Answer any one question.**

1. Explain the applications of Information Technology in Retailing.
2. Critically examine the factors to be considered while choosing retail location.