TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

PROGRAMME – DRM	COURSE CODE	BATCH
INTRODUCTION TO RETAILING	DRM- 01	AY 2019-2020

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

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is retailing? Explain its functions
2. Explain the Service Product Concept.
3. What are the strategies to be adopted by Indian Retailer to be successful?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the Gaps model for improving the quality of service.
5. Explain the drivers of Retail Change in India.

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PROGRAMME – DRM	COURSE CODE	BATCH
STORE LAYOUT, DESIGN & VISUAL MERCHANDISING	**DRM-02**	**AY 2019-2020**

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

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is the role of category within the Store?
2. What are the difference between local and central approach in visual merchandising?
3. What is Signage and why it is important?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the development of layout for Retail Stores select the appriate Layout for Retail Outlets.
5. Critically analyze the product production techniques for a electronics goods retailer.

PROGRAMME – DRM	COURSE CODE	BATCH
MERCHANDISE MANAGEMENT & PRICING	DRM- 03	AY 2019-2020

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 allocate merchandise to the store?.
3. Explain the tools utilized for evaluating the performance of Merchandise.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Discuss the various components of merchandise plan.
5. What is meant by inventory shrinkage? How does the merchandise budget planning process account for inventory shrinkage?

PROGRAMME – DRM	COURSE CODE	BATCH
RETAIL STORE OPERATIONS	DRM- 04	AY 2019-2020

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 VED analysis.
2. Explain manual bill books.
3. Write a short note on check out systems.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Discuss the elements of Store Components.
5. Discuss the consumer redressal strategies adopted in retail stores.

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PROGRAMME – DRM	COURSE CODE	BATCH
CUSTOMER SERVICE & PERSONAL SELLING IN RETAILING	DRM- 05	AY 2019-2020

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

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Outline the steps in reducing the gap in service
2. Evaluate the methods of collection of customer data.
3. Define Customer Relationship Management.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. State the various customer relationship management strategies in retail sector.
5. Critically examine the role of sales person in the retail outlet.

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PROGRAMME – DRM	COURSE CODE	BATCH
INFORMATION TECHNOLOGY & E-TAILING	DRM- 06	AY 2019-2020

Time: 1 Hour   Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the uses of presentation software?
2. Explain the Quick Response Replenishment System.
3. Explain the benefits of data base marketing.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Describe the role of Retail Data Capture in Retail Transaction.
5. Explain how E-commerce finds its use in retailing institutions.