

**UG – 322**

**BBAR – 31/  
DRM –03**

**B.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Third Year**

**MERCHANDISE MANAGEMENT AND PRICING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the factors affecting the Merchandising Function?
2. What is Merchandise Planning? State its need.
3. Write a note on Merchandise Sourcing
4. What is Merchandise Budget Plan?
5. State the Retail Pricing objectives.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the Roles and Responsibilities of Merchandiser.
  7. Explain about Collaborative, Planning, Forecasting and Replenishment.
  8. Explain the advantages of Analysing the Vendor Performance.
  9. How do you allocate Merchandise to stores?
  10. Explain the External Influences on Retail Pricing Strategy.
  11. Explain the evaluation of Merchandising.
  12. What are the points to be kept in mind while fixing the Retailing Price?
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**BBAR-32/  
DRM-04**

**B.B.A. DEGREE EXAMINATION –  
JUNE 2019.**

**Third Year**

**Retail Management**

**RETAIL STORE OPERATION**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. State the elements of Retail Store Operation.
2. Write a note on ABC analysis.
3. What is Store Level Receiving and Marking?
4. What do you understand by Customer Adjustments?
5. State the importance of Stores Security.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the Role and Responsibilities of Stores Manager.
  7. Explain the various Inventory Techniques in Managing Inventory.
  8. Explain the steps involved in Item Check In and Check Out Operations.
  9. Explain the causes for Customer Complaints.
  10. Explain the importance of Crisis Management.
  11. Explain the Merchandising factors involved in Self — Service.
  12. What is Retail Store Operation? State its Advantages.
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**BBAR-33**

**B.B.A. DEGREE EXAMINATION  
JUNE 2019.**

**Third Year**

**Retail Management**

**CONSUMER BUYING BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What is Consumer Satisfaction? Why is it important?
2. What do you understand by Extended problem solving?
3. How does the attitude determine the consumer buying behaviour.
4. Write a shot note on:
  - (a) Culture.
  - (b) Reference Group.
5. What is Retail Market Segmentation.

PART B — (4 × 15 = 60 marks)

6. Define Consumer Behaviour. Explain the need for studying Consumer Behaviour.
  7. Explain the various types of Buying Decision.
  8. Explain the role of Perception in consumer buying behaviour.
  9. Explain the social factors influencing consumer behaviour.
  10. Explain the various approaches for Market Segmentation.
  11. Explain about information service in consumer buying behaviour.
  12. Explain the different types of Buying Behaviour.
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**UG – 325**

**BBAR – 34/  
DRM– 05**

**B.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Third Year**

**Retail Management**

**CUSTOMER SERVICE AND PERSONAL  
SELLING IN RETAILING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Customer service is vital for survival of any business — Justify.
2. State the reason for collecting Customer Information.
3. What are the essentials of Good Customer Service?
4. State the role of personal selling in Retail.
5. What do you understand by ego problems? How to overcome it?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the importance of customer service in retailing.
7. Enumerate the steps involved in reducing Customer service gap.
8. Explain the process of Customer relationship management.
9. Discuss the theories of Personal Selling.
10. What are the various opportunities available in the Retail Sector?
11. Discuss the process in Retail Selling.
12. Explain the qualities of a Sales Personnel.

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**BBAR-35**

**B.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Third Year**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain nature, scope and objective of retail supply chain?
2. Explain cross docking?
3. Describe about multimodal transport?
4. Explain logistics of electronic retailing?
5. Define E-Business and supply chain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Briefly explain financial evaluation of supply chain decision?
7. Explain the concept of delivery system?
8. Explain inventory management?
9. Define transport management and model?
10. What do you mean collaborative planning forecasting and replenishment?
11. What is the difference between supply chain management and vendor management?
12. Critically describe issues in supply chain management?

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**BBAR-36/  
DRM-06**

**B.B.A. DEGREE EXAMINATION  
JUNE 2019.**

**Third Year**

**INFORMATION TECHNOLOGY AND E-TAILING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

1. What are the applications of information technology in retailing?
2. What are the role of retail data capture in retail transaction?
3. Explain benefits of data base marketing?
4. Short note on electronic point of sales [EPOS]?
5. How information technology is used in supply chain management?

**PART B — (4 × 15 = 60 marks)**

6. Explain applications of information technology in retailing?

7. Describe types of information system in retail management information system?
8. How do we adopt coding system and state limitations of web applications?
9. Explain - (a) Electronic fund transfer and point of sale [EFTPOS].  
(b) Electronic loyalty scheme.
10. What is called as campaign management - explain in details?
11. Explain in detail study of information technology in customer relationship management?
12. Define, scope and objectives of Quick response replenishment system?