

UG-322

**BBAR-31/
DRM-03**

**B.B.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

Third Year

MERCHANDISE MANAGEMENT AND PRICING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. State the importance of Merchandising Management.
2. What is Assortment Planning?
3. How do you identify the Source of Supply?
4. Write a note on Financial Merchandise Management.
5. State the importance of Pricing in Retailing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the concept of life style Merchandising.
 7. Explain the tools used for Merchandise Planning.
 8. Explain the process of private label creation.
 9. Explain the procedures to evaluate the Merchandise Performance.
 10. Explain the Retail Pricing Strategies.
 11. Explain the Model Stock Plan.
 12. How to establish Vendor Relationship?
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**BBAR-32
DRM-04**

**B.B.A. DEGREE EXAMINATION —
DECEMBER – 2019.**

Third Year

Retail Management

RETAIL STORE OPERATON

Time : Three hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What do you understand by Stores Administration?
2. What do you understand by Perpetual Inventory Control?
3. Write a note on Check-out Operations.
4. How to redress the customer Complaints?
5. State the need for Store Maintenance.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Distinguish between Store Administration and Management Premises.
7. Explain CPFR Merchandise reordering planograms.

8. How do you apply simplification in the Selling Process.
 9. Explain the various Redressal Practices for resolving Customer Complaints.
 10. Explain the Nature and Scope of Credit Management.
 11. Explain in detail about SAP analysis.
 12. Explain the various components of Retail Operation.
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**B.B.A. EXAMINATION —
DECEMBER, 2019.**

Third Year

Retail Management

CONSUMER BUYING BEHAVIOUR

Time : Three hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is Consumer Retention? State its Importance.
2. Write a note on Habitual decision making.
3. State the role of personality in buying behaviour.
4. What is Sub-Culture? In what way it influences the consumer behaviour?
5. What is Composite Segmentation Approach?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the scope of Consumer Behaviour.
7. Explain the buying process in retailing.

8. Explain the individual determinants of buying behaviour.
 9. How does the Reference Group influence the buying behaviour?
 10. Explain the Composite Segmentation Approach.
 11. Discuss the Role Motivation and its implication in Consumer Behaviour.
 12. Explain the relationship between Consumer Behaviour and Decision making.
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**BBAR-34/
DRM-05**

**B.B.A.DEGREE EXAMINATION —
DECEMBER, 2019.**

Third Year

**CUSTOMER SERVICE AND PERSONAL
SELLING IN RETAILING**

Time : Three hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is Customer Service? State the need for Customer Service.
2. Write a note on Service Recovery.
3. How to identify the target Customer?
4. What is the role of Sales Personnel in retail organisation?
5. How to build a Rapport?

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

6. Explain the steps involved in Retail Customer Service Model.
7. Explain the reason for gaps in Customer Services.

8. Discuss the importance of Customer Relationship Management in Retail.
 9. Distinguish between advertisement and Personal Selling.
 10. What are the duties and responsibilities of Sales Personnel?
 11. Explain the role of Personal Selling and Retailing.
 12. Is service recovery different from compliant handling mechanism?
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BBAR-35

**B.B.A. DEGREE EXAMINATION –
DECEMBER, 2019.**

Second Year

Retail Management

**LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. What do you mean by value chain?
2. List out the importance of logistics management.
3. What are the types of inventory?
4. What are the elements of supply chain?
5. What do you mean by multimodal transport?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the functions of third party logistics.
7. Outline the role of e-business in coordinating a supply chain.
8. How will you integrate the supply chain elements?
9. Discuss the importance of managing vendors in supply chain.
10. Outline the functions of inventory in supply chain.
11. Outline the issues involved in developing supply chain.
12. How will you evaluate the supply chain decisions financially?

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**BBAR-36/
DRM-06**

**B.B.A. DEGREE EXAMINATION –
DECEMBER, 2019.**

Third Year

INFORMATION TECHNOLOGY AND E-TAILING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. How Information Technology supports Retailing?
2. What is Campaign Management? State its purpose.
3. Write a note on RFID.
4. State the need for Electronic Loyalty Scheme.
5. What is E-Commerce? State its need.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the growth of Retailing in Indian Scenario.
7. Explain the role of Retail Data Capture in Retail transaction.

8. Explain the limitations of Web Applications.
 9. What are the Advantages and Disadvantages of EPOS?
 10. Explain the role of Information Technology in Customer Relationship Management.
 11. Discuss how Information Technology Innovation helps to tackle Web limitations.
 12. What is Data Base Marketing? How do Companies Benefits from Data Base Marketing?
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