



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

PROGRAMME – BBAR – III YEAR

COURSE CODE

BATCH

MERCHANDISE MANAGEMENT &
PRICING

BBAR- 31

AY 2017-2018

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 merchandising functions and buying functions.
2. List the cost associated with Global Sourcing of Merchandise.
3. Explain the tools utilized for evaluating the performance of Merchandise.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the Model Stock Plan and explain the steps in Model Stock Plan.
5. List the various factors influencing pricing policy in retail business.



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RETAIL STORE OPERATIONS

BBAR- 32

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the roles of Store Manager?
2. Distinguish quantity checking and quality checking.
3. Write a short note on check out systems.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define Visual Merchandising. Explain the objectives and essential of successful Visual Merchandising.
5. Explain the process of Stores Back Office Cash Procedure and Store Front End Cash Procedure.



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CONSUMER BUYING BEHAVIOUR

BBAR- 33

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. State the importance of studying consumer behavior in retailing.
2. What are different types of Perceived Risk?
3. Write short notes on
(i) Segmenting (ii) Targeting (iii) Positioning

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Critically analyse different components of purchase decision process and state its utility in retail sector.
5. Analyse the Influence of Group and Reference Group in purchase decision.



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CUSTOMER SERVICE &
PERSONAL SELLING IN
RETAILING

BBAR- 34

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the characteristics of a Customer Loyalty Program.
2. What are the types of Gaps in Service?
3. How personal factors affect consumer purchase decision?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the role of Customer Relationship Management in Retailing.
5. Critically examine the role of sales person in the retail outlet.



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**LOGISTICS & SUPPLY CHAIN
MANAGEMENT**

BBAR- 35

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the objectives of Retail Supply Chain?
2. Why Retail Logistics?
3. What is meant by Fourth Party Logistics Provider? State the salient features of 4PL.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the various items in the check list for a retailers to with its reverse logistics.
5. Explain the role of e-business in a supply chain.



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INFORMATION TECHNOLOGY & E-TAILING

BBAR- 36

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define: Spreadsheet. Enumerate its uses.
2. Explain EAN system of banking.
3. How Online Retailing differs from Traditional Retailing?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the different types of information systems? How it's help the people at various organization levels?
5. Explain the Electronic Loyalty Scheme.