



# TAMILNADU OPEN UNIVERSITY

Chennai - 15

## School of Management Studies

### ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 21 & BUSINESS MATHS & STATISTICS

Batch : The candidate admitted before CY 2020

No.of Assignments : 3

Maximum CIA Marks: 25 ( Average of Total No. of Assignments )

### ASSIGNMENT – 1

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the various type of frequency distribution.
2.  $A = \{1,2,3,4,5\}$   $B = \{3,4,6,7\}$   $C = \{3,5,6,7\}$  Verify the Distribution law.
3. Show that the matrix

$$A = \begin{vmatrix} 2 & -1 & 1 \\ -1 & 2 & -1 \\ 1 & -1 & 2 \end{vmatrix} \text{ satisfy the equation}$$

$$A^3 - 6A^2 + 9A - 4I = 0 \text{ hence find } A^{-1}$$

### ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Show that the curve  $y = x e^{-x}$  has one maximum point and one point of inflexion.
2. Calculate the median of the following data compiled from the traders in your area.  
Sales (1000 Rs.) : 0-10 10-20 20-30 30-40 40-50 50 & Above  
No. of Traders : 5 7 12 18 8 5
3. Find the present value at a rate of interest of 3 % per annum of an annuity consisting of 10 payments of Rs.450 each payable once in three years, the first payment being made just now.

### ASSIGNMENT – 3

Max : 25 marks

Answer any one of the question not exceeding 1000 words

1. Find the SD of the following series

Age	20-25	25-30	30-35	35-40	40-45	45-50
No.of Persons	170	110	80	45	40	35

2. Following table gives the price and quantity details of two commodities viz. Rice and Wheat for three specific period 2000, 2002, and 2004.

Commodity	Price (Rs.) Per Tonne			Quantity (In Million Tonnes)		
	2000	2002	2004	2000	2002	2004
Wheat	875	967	1210	10.23	12.41	14.56
Rice	743	893	1026	41.95	44.67	59.12

Compute Laspeyre's quantity and price index numbers.

3. Twelve workers in an electronic wiring section of a factory had been studied. Following data pertains to it.

Sampled Worker	Weeks of Experience	No.of Rejections
1	7	26
2	9	20
3	6	28
4	14	16
5	8	23
6	12	18
7	10	24
8	4	26
9	2	38
10	11	22
11	1	32
12	8	25

Determine the value of the correlation co-efficient. Give interpretation.



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### ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name: BBAR – 22 & BUSINESS COMMUNICATION  
Batch : The candidate admitted before CY 2020  
No. of Assignments : 2  
Maximum CIA Marks: 25 ( Average of Total No. of Assignments )

#### ASSIGNMENT – 1

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the Communication Process.
2. Draft a circular letter for change in the premises.
3. Write a short notes on Offers and Quotations

#### ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What is enquiry letter? Explain the contents of an enquiry letter?
2. Explain the important stages related to export correspondence.
3. Explain the modern forms of communication.



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## School of Management Studies

### ASSIGNMENT

Programme Code No :1 64

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 23 & MARKETING MANAGEMENT

Batch : The candidate admitted before CY 2020

No.of Assignments : 3

Maximum CIA Marks: 25 ( Average of Total No. of Assignments )

#### ASSIGNMENT – 1

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the various functions in marketing.
2. Describe the needs and basis for the Segmentation.
3. Explain the evolution of Marketing.

#### ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe the various stages of buying decision process.
2. Explain the meaning of product life cycle and state its challenges.
3. Define package. What are the functions of package?

#### ASSIGNMENT – 3

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the concept of Sales Forecasting.
2. Describe the role and importance of Distribution Channel.
3. Explain the kinds of pricing.



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## School of Management Studies

### ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 24 & HUMAN RESOURCE MANAGEMENT

Batch : The candidate admitted before CY 2020

No. of Assignments : 3

Maximum CIA Marks: 25 ( Average of Total No. of Assignments )

### ASSIGNMENT – 1

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe the Selection Process in detail.
2. Describe the functions and roles personnel manager.
3. Define man power planning. Describe the man power planning process in detail.

### ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe briefly the various methods of Performance Appraisal.
2. Define Incentive. Explain the various important incentive plans of wage payment.
3. Define Human Relations. Explain the fundamental concepts of Human Relations.

### ASSIGNMENT – 3

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain how labour turnover may be measured and controlled.
2. (i) What is meant by Collective Bargaining Agreement? What may be the items included in Collective Bargaining Agreement?  
(ii) How does Collective Bargaining fair in India? Give suggestions to improve it.
3. Define Grievance. Explain Grievance Procedure, the benefits and desirable features of Grievance Procedure.



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School of Management Studies

ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 25 & STORE LAYOUT, DESIGN AND VISUAL  
MERCHANDISING

Batch : The candidate admitted before CY 2020

No. of Assignments : 2

Maximum CIA Marks: 25 ( Average of Total No. of Assignments )

## ASSIGNMENT – 1

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the Factors to be considered in Selection of Store Layout.
2. Define department layout. Explain its relative vocational advantages.
3. Explain the various benefits derived from the exterior store design.

## ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What are the various methods of presentation used in visual merchandising?
2. Explain the various types of merchandise Presentation techniques.
3. Discuss the difference between Ideal oriented presentation and Item oriented presentation.