



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 : AY 2020 - 2021

No.of Assignments : 3

Maximum CIA Marks: 15 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the scope of statistics in business.

2. Let $U = \{a, b, c, d, e, f, g\}$ and let $A = \{a, b, c, d, e\}$, $B = \{a, c, e, g\}$ and $C = \{b, e, f, g\}$
show that $A \cup (B \cap C) = (A \cup B) \cap C$.

3. If $A = \begin{bmatrix} 1 & 0 \\ 2 & 3 \end{bmatrix}$ and $B = \begin{bmatrix} 2 & 1 \\ 2 & 2 \end{bmatrix}$ prove that $AB \neq BC$.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Calculate mean and median from the following data.

Marks :	0-5	5-10	10-15	15-20	20-25	25-30
Number of Students :	15	20	15	20	30	15

2. Find the maximum and minimum values of the function $x^5 - 5x^4 + 5x^3 - 1$.

3. The scores of two players A and B in 12 rounds are given below :

A : 74 75 78 72 78 77 79 81 79 76 72 71

B : 87 84 80 88 89 85 86 82 82 79 86 80

Identify the better player and the more consistent player.

ASSIGNMENT – 3

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Distinguish correlation and regression.
2. Calculate Karl Pearson's coefficient of correlation from following data.

Income (Rs.) : 23 56 49 36 27 48 58 60

Expenses (Rs.) : 20 44 35 25 24 30 42 50

3. For the following data fit a straight line trend by using method of least squares and estimate the value of sales for the year 2022

Year	2014	2015	2016	2017	2018	2019	2020
Sales (in tonnes)	40	45	46	42	47	49	46



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ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 22 & BUSINESS COMMUNICATION

Batch : AY 2020 - 2021

No. of Assignments : 2

Maximum CIA Marks: 15 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the types of Communication.
2. Draft a complaint letter for delay in delivery of products.
3. Explain the barriers to communication.

ASSIGNMENT – 2

Max : 15 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 collection letters with an example.
3. Explain the various modes of internet communications in current business scenario.



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ASSIGNMENT

Programme Code No :1 64

Programme Name : BBA Retail Management

Course Code & Name: BBAR – 23 & MARKETING MANAGEMENT

Batch : AY 2020 - 2021

No.of Assignments : 3

Maximum CIA Marks: 15 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the nature scope of marketing management
2. Describe the methods of responding to new challenges of marketing management.
3. Explain the tools of marketing and the functions of marketing.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe the concept of buyer behavior in detail.
2. Explain the stages of product life cycle and state its challenges.
3. Define need and basis of segmentation?

ASSIGNMENT – 3

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the concept of branding and how to improve brand image of a product.
2. Describe factors influencing pricing decision.
3. How is Marketing information system helpful in marketing management.



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ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

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

Batch : AY 2020 - 2021

No.of Assignments : 3

Maximum CIA Marks: 15 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe the structure of personnel management in detail.
2. Describe the qualities, functions and roles personnel manager.
3. Define man power planning. Describe the importance of manpower planning.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe briefly the various methods of Performance Appraisal.
2. Describe the rules related to forming and execution of trade unions in an organisation.
3. Explain the concepts under wage and salary administration in any organisation.

ASSIGNMENT – 3

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain workers participation in management (WPM)
2. Explain any two theories of motivation in detail.
3. Define Grievance. Explain Grievance Procedure, the benefits and desirable features of Grievance Procedure.



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ASSIGNMENT

Programme Code No : 164

Programme Name : BBA Retail Management

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

Batch : AY 2020 - 2021

No. of Assignments : 2

Maximum CIA Marks: 15 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the types of Store Layout.
2. Define department layout. Explain its relative vocational advantages.
3. Explain the various considerations in layout selection.

ASSIGNMENT – 2

Max : 15 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 concept of space planning in detail.
3. Discuss the purpose and importance of store design in detail.