



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 31& Merchandise Management  
Batch : AY 2019 - 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 roles and of merchandiser and buyer
2. Discuss the evolution of merchandising in India.
3. Briefly explain the tools used for merchandise planning.

### ASSIGNMENT – 2

Max : 25 marks

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

1. Describe collaborative planning forecasting and replenishment (CPFR).
2. Discuss how will you determine the requirements of merchandise.
3. Explain the various methods of evaluating the merchandise performance.

### ASSIGNMENT – 3

Max : 25 marks

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

1. Explain how will you analyze vendor performance in detail?
2. Discuss the model stock plan and steps in model stock.
3. Write short notes on : (a) Sales forecast (b) Collaborative planning (c) Open to buy system.



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## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 32 & RETAIL STORE OPERATIONS  
Batch : AY 2019 - 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 roles and elements of retail operations.
2. What are the methods of inventory management control?
3. Define Sales Forecast and explain its techniques

### ASSIGNMENT – 2

Max : 25 marks

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

1. Explain stores front and cash procedure in detail.
2. What are the steps involved in selling process? Discuss.
3. Discuss the store productivity and explain how to measure store productivity?

### ASSIGNMENT – 3

Max : 25 marks

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

1. Discuss the importance of store management.
2. Discuss the consumer protection act 1986 in detail.
3. Elaborate the concepts of store security.



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## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 33 & CONSUMER BUYING BEHAVIOUR  
Batch : AY 2019 - 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. Write a short note on the following: (a) Consumer value. (b) Satisfaction. (c) Retention.
2. Explain the factors influencing consumer behavior.
3. Explain the advantages of studying consumer behavior.

### ASSIGNMENT – 2

Max : 25 marks

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

1. Explain the different types of buying decision
2. What are the different types of consumer search activities?
3. Discuss the role of motivation in buying behaviour.

### ASSIGNMENT – 3

Max : 25 marks

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

1. Discuss the role of a family in consumer decision making process.
2. Explain perpetual distortion.
3. Explain role of family members in decision making.



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## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 34 & CUSTOMER SERVICE AND PERSONAL SELLING IN RETAILING  
Batch : AY 2019 - 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. Discuss the types of customer service in retailing.
2. Explain the steps in service recovery.
3. Explain the collection of customer data of customer relationship management.

### ASSIGNMENT – 2

Max : 25 marks

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

1. Discuss detail about Retail Selling Process.
2. Salient features of personal selling.
3. Explain theories of personal selling.



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## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 35 & LOGISTICS & SUPPLY CHAIN  
MANAGEMENT  
Batch : AY 2019 - 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 issues involved in developing the supply chain management.
2. Explain the elements of supply chain elements.
3. What is vendor management? Explain in detail.

### ASSIGNMENT – 2

Max : 25 marks

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

1. Trace the evolution of retail logistics and supply chain transformation.
2. Explain the various modes of transport.
3. Explain the e- commerce and distribution network.

### ASSIGNMENT – 3

Max : 25 marks

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

1. Discuss in detail about inbound and outbound logistics.
2. What are the obstacles to coordination in supply chain.
3. Discuss the financial evaluation of supply chain decision.



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## ASSIGNMENT

Programme Code No : 164  
Programme Name : BBA Retail Management  
Course Code & Name : BBAR – 36 & INFORMATION TECHNOLOGY & E-TAILING  
Batch : AY 2019 - 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 functions of retailing and the role of retailer.
2. Explain the types of Retail Management Information system (RIMS).
3. Explain the use of application software in detail.

### ASSIGNMENT – 2

Max : 25 marks

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

1. Discuss operational CRM and analytical CRM in detail?
2. Explain the advantages and disadvantages of EFTPOS.
3. Discuss the growth of e-commerce in retailing institutions.