

**U.G. DEGREE EXAMINATION - JUNE 2021****RETAIL MANAGEMENT****FIRST YEAR****PRINCIPLES OF MANAGEMENT****Time: 3 Hours****Maximum Marks: 75****PART - A****(3 x 5 = 15 Marks)****Answer any THREE questions.**

1. State the various approaches of management.  
நிர்வாகத்தின் பல்வேறு அணுகுமுறைகளைக் கூறுக.
2. What are strategies?  
உத்திகள் என்றால் என்ன?
3. What is delegation of authority?  
அதிகாரப் பிரதிநித்துவம் என்றால் என்ன?
4. Define recruitment.  
ஆட்சேர்ப்பை வரையறுக்கவும்.
5. State the elements of co-ordination.  
ஒருங்கிணைப்பின் கூறுகளைக் கூறுக.

**PART - B****(4 x 15 = 60 Marks)****Answer any FOUR questions.**

6. "Is management an art or a science?" - Comment.  
"மேலாண்மை என்பது ஒரு கலை அல்லது அறிவியலா" - கருத்துரை
7. Explain the features of management.  
நிர்வாகத்தின் அம்சங்களை விளக்குக.

8. Discuss the nature of planning.  
திட்டத்தின் தன்மை பற்றி விவாதிக்கவும்.
9. Explain the principles of Management by objectives.  
நிர்வாகத்தின் கொள்கைகளை குறிக்கே காங்களால் விளக்குக.
10. Describe the types of organization.  
அமைப்பு வகைகளை விவரிக்கவும்.
11. Explain the different sources of recruitment.  
பணி அமர்தலுக்கான வெவ்வேறு ஆதாரங்களை விளக்குக.
12. Describe the various techniques of effective co-ordination.  
பயனுள்ள ஒருங்கிணைப்பின் பல்வேறு நுட்பங்களை விவரிக்கவும்.

**U.G. DEGREE EXAMINATION - JUNE 2021****RETAIL MANAGEMENT****FIRST YEAR****PRINCIPLES OF MANAGEMENT****Time: 3 Hours****Maximum Marks: 70****PART - A****(3 x 3 = 9 Marks)****Answer any THREE questions**

1. Who is called manager?
2. What are the advantages of planning?
3. List out the importance of organisation.
4. Mention the external sources of recruitment.
5. How is control important in Management?

**PART - B****(3 x 7 = 21 Marks)****Answer any THREE questions**

6. Is management an art or science? - Explain
7. What are the characteristics of Planning?
8. List out the various principles of organisation.
9. Explain the need for training.
10. Differentiate co-ordination and co-operation.

**Answer any FOUR questions**

11. Discuss the Henri Fayol's Principles of Management.
12. Discuss the various steps involved in the process of planning.
13. Explain the process of organisation.
14. Explain the various methods of training.
15. List out the importance of controlling.
16. What are the different types of barriers of communication? Explain.
17. Discuss the qualities of a leader.

**U.G. DEGREE EXAMINATION — JUNE 2021****RETAIL MANAGEMENT****SECOND YEAR****MANAGERIAL ECONOMICS****Time: 3 Hours****Maximum Marks: 75****PART - A****(3 x 5 = 15 Marks)****Answer any THREE questions.**

1. Define managerial economics and state its scope.
2. Define law of diminishing return.
3. What are the assumptions of Break Even Analysis?
4. State the features of perfect competition market.
5. Explain the concept of national income.

**PART -B****(4 x 15 = 60 Marks)****Answer any FOUR questions.**

6. Discuss the role of Managerial Economics in Business Decision Making.
7. Explain and illustrate the law of diminishing marginal utility.
8. Discuss in detail the internal economics of large scale production.
9. Discuss the different types of price elasticity demand.
10. What is monopoly? Compare perfect competition with monopoly.
11. Explain the types of price discrimination.
12. Write short notes on the following?
  - a) Gross Domestic Product.
  - b) Industrial policy
  - c) Trade cycle.

## U.G. DEGREE EXAMINATION - JUNE 2021

## RETAIL MANAGEMENT

## FIRST YEAR

## MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 70

## PART - A

(3 x 3 = 9 Marks)

Answer any THREE questions.

1. What is the law of demand?  
தேவை விதி என்றால் என்ன?
2. What is production function?  
உற்பத்தி செயல்பாடு என்றால் என்ன?
3. What is break even analysis?  
சமபாட்டுப்புள்ளி பகுப்பாய்வு என்றால் என்ன?
4. Write any 3 features of perfect competition.  
சரியான போட்டியின் 3 அம்சங்களை எழுதுங்கள்.
5. List out the methods of measuring national income.  
தேசிய வருமானத்தை அளவிடும் முறைகளை பட்டியலிடுங்கள்.

## PART - B

(3 x 7 = 21 Marks)

Answer any THREE questions

6. How does managerial economics support business decision making?  
வணிக முடிவெடுப்பதை நிர்வாக பொருளாதாரம் எவ்வாறு ஆதரிக்கிறது?
7. How do you find the least cost combination?  
குறைந்த செலவு கலவையை எவ்வாறு கண்டு பிடிப்பது?
8. Differentiate between real cost and opportunity cost.  
உண்மையான செலவு மற்றும் வாய்ப்பு செலவு ஆகியவற்றிலிருந்து வேறுபடுங்கள்.
9. What are the objectives of pricing?  
விலை நிர்ணயத்தின் நோக்கங்கள் என்ன?
10. Explain the importance of Industrial policy  
தொழில்துறை கொள்கையின் முக்கியத்துவத்தை விளக்குங்கள்.

Answer any FOUR questions.

11. Define managerial economics and explain its scope.  
நிர்வாக பொருளாதாரத்தை வரையறுத்து அதன் நோக்கத்தை விளக்குங்கள்.
12. Discuss the reasons for the downward slope of demand curve.  
கோரிக்கை வளைவின் கீழ் நோக்கி சரிவுக்கான காரணங்களைப் பற்றி விவாதிக்கவும்.
13. Elaborate the various forms of internal and external economics of scale.  
உள் மற்றும் வெளி பொருளாதாரங்களின் பல்வேறு வடிவங்களை விரிவாகக் கூறுங்கள்.
14. What are the features of monopoly? How is price determined under monopoly?  
ஏகபோகத்தின் அம்சங்கள் யாவை? ஏகபோகத்தின் கீழ்விலை எவ்வாறு தீர்மானிக்கப்படுகிறது.
15. Briefly explain the different types of fixed and variable costs.  
பல்வேறு வகையான நிலையான மற்றும் மாறக் கூடிய செலவுகளை சுருக்கமாக விளக்குங்கள்.
16. Explain the different phases of business cycle with suitable examples.  
வணிகச் சுழற்சியின் வெவ்வேறு கட்டங்களை பொருத்தமான எடுத்துக்காட்டுகளுடன் விளக்குங்கள்.
17. What is elasticity of supply? What are the various determinants of elasticity of supply?  
விநியோகத்தின் நெகிழ்ச்சி என்ன? விநியோக நெகிழ்ச்சியின் பல்வேறு தீர்மானிக்கும் காரணிகள் யாவை?

**UG-A-401**

**BBAR-13**

**U.G. DEGREE EXAMINATION — JUNE 2021**

**RETAIL MANAGEMENT**

**FIRST YEAR**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**Time: 3 Hours**

**Maximum Marks: 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. Examine any two accounting concepts and conventions.
2. Explain the trading account in detail.
3. Define 'Management accounting'. Discuss its scope.
4. What are the uses and limitations of Ratio Analysis?
5. How budgets are classified?



**PART- B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Discuss the objectives and functions of financial accounting.
7. Prepare a Trading Account for the year ended 31<sup>st</sup> December 2010 from the following balances:

	Rs.
Opening stock	4,00,000
Purchases	20,00,000
Sales	50,00,000
Freight and Octroi	65,000
Wages	3,00,000
Factory Lighting	1,08,000
	Rs.
Coal, Gas and Water	22,000
Purchases return	1,20,000
Sales return	2,00,000
Carriage on purchase	80,000
Carriage on sales	1,00,000
factory rent	1,20,000
Office rent	75,000
Import duty	3,20,000

Closing stock is valued at Rs. 6,00,000.

8. Differentiate between fund flow statement and cash flow statement.

9. From the balance sheets of A Ltd., prepare a funds flow statement.

Liabilities	31 <sup>st</sup> March		Assets	31 <sup>st</sup> March	
	1999	2000		1999	2000
	Rs.	Rs.		Rs.	Rs.
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% redeemable pref. share capital	1,50,000	1,00,000	Land and building	2,00,000	1,70,000
General reserve	40,000	70,000	Plant	80,000	2,00,000
P and L a/c	30,000	48,000	Debtors	1,60,000	2,00,000
			Stock	77,000	1,09,000
			Bills receivable	20,000	30,000
Liabilities	31 <sup>st</sup> March		Assets	31 <sup>st</sup> March	
	1999	2000		1999	2000
	Rs.	Rs.		Rs.	Rs.
Proposed dividends	42,000	50,000	Cash in hand	15,000	10,000
Creditors	55,000	83,000	Cash at bank	10,000	8,000
Bills payable	20,000	16,000			
Provision for taxation	40,000	50,000			
	<u>6,77,000</u>	<u>8,17,000</u>		<u>6,77,000</u>	<u>8,17,000</u>

Following is the additional information available:

- (a) Depreciation of Rs. 10,000 and Rs. 20,000 have been charged on plant and land and buildings respectively in 2000.

(b) An interim dividend of Rs. 20,000 has been paid in 2000.

(c) Income tax of Rs. 35,000 has been paid in 2000.

10. Explain the uses and importance of marginal costing.

11. Mitanshi & company manufacture three products. The following is the cost data relating to products A, B and C.

Products	A	B	C	Total
	Rs.	Rs.	Rs.	Rs.
Sales	1,50,000	90,000	60,000	3,00,000
Variable cost	1,20,000	63,000	36,000	2,19,000
Contribution	30,000	27,000	24,000	81,000
Fixed cost				40,500
Profit				40,500

Prove that how knowledge of marginal costing can help management in changing the sales mix in order to increase profit of the company.

12. Discuss the advantages and limitations of budgeting in detail.

**U.G. DEGREE EXAMINATION - JUNE- 2021****RETAIL MANAGEMENT****FIRST YEAR****FINANCIAL AND MANAGEMENT ACCOUNTING****Time : 3 Hours****Maximum Marks : 70****PART - A****(3 x 3 = 9 Marks)****Answer any THREE questions.**

1. What do you mean by financial accounting?
2. Define ledger
3. What is rectification of errors?
4. What is break even analysis?
5. What is a marginal costing?

**PART - B****(3 x 7 = 21 Marks)****Answer any THREE questions.**

6. Ananth is a trader dealing in textiles. For the following transactions, pass journal entries for the month of January, 2018.
  1. Commenced business with cash Rs. 90,000
  2. Purchased goods from X and Co. on credit Rs. 40,000
  3. Cash deposited into bank Rs. 30,000
  4. Bought a building from L and Co. on credit Rs. 95,000
  5. Cash withdraw from bank for office use Rs. 5,000

7. Prepare a trial balances as on 31<sup>st</sup> December 2020

Particulars	Amount	Particulars	Amount
Capital	14,260	Creditors	1,670
Drawing	2,550	Salaries	3,500
Bills receivables	1,000	Bills payable	1,090
Debtors	1,150	Commission received	400
Insurance	3,220	Land	6000

8. Calculate Current Assets with help of following information:

Current Ratio 2.5

Working capital ; - Rs. 90,000

9. Prepare production budget for the quarter endings March 2004:

Budgeted sales for the quarter - 40,000 tons

Stock on 31<sup>st</sup> December 2003 - 8,000 tons

Required stock on 31<sup>st</sup> March -2004 - 10,000 tons

10. What is Break Even Analysis? What are its uses?

**PART - C**

**(4 x 10 = 40 Marks)**

**Answer any FOUR questions.**

11. Briefly explain different accounting concepts.
12. Prepare the trading and balance sheet for the period of December 2020, with help of following information of Mr.Rajarajan.

PARTICULARS	AMOUNT (Rs.)
Opening Stock	30,000
Sales	60,000
Salaries	8,000
Wages	4,000
Creditors	3,000
Sales returns	5,000

Purchase returns	3,000
Computer	49,000
Purchase	20,000
Capital	50,000

Additional information

- (a) Closing stock Rs.20,000
  - (b) Outstanding wages Rs.500
13. Discuss about various classification of ratios in detail.
  14. Explain the sources and application of the cash
  15. From the following information calculate:
    - (a) Break - Even Point
    - (b) P/V Ratio
    - (c) Profit
    - (d) Profit at 75% capacity
    - (e) Profit at 100% capacity
1. Budgeted Sales Rs.2,00,000 (80% capacity)
  2. Direct Materials 30% of Sales.
  3. Direct labor 20% on sales
  4. Variable Over heads (Factory) 10% on sales.
  5. Variable overheads (Administration) 15% of sales
  6. Fixed cost Rs. 30,000
16. Discuss are the different types of budgets.
  17. Explain briefly the techniques of marginal costing.

**UG-A-429**

**BBAR-14**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**FIRST YEAR**

**INTRODUCTION TO RETAILING**

**Time: 3 Hours**

**Maximum Marks : 75**

**PART -A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. Explain the nature of retailing business.
2. What are the elements of merchandising?
3. Explain the characteristics of a good retailer.
4. What are the features of service marketing?
5. What is non store retailing? Give an example.

**PART - B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Classify and discuss the types of retailers based on the ownership.
7. Comment on the reasons for rapid growth of retailing industry in India.
8. What are the recent changes in readymade garment industry and its influence on retailing?
9. Briefly trace out the changes in the consumption pattern in the retail sector.
10. Foreign direct investment in retail is a bane or boon- Discuss.
11. Enumerate the significance of service and quality in the retailing business.
12. How do changes in the consumers' income profile influenced retail industry of India?



**U.G. DEGREE EXAMINATION - JUNE 2021****RETAIL MANAGEMENT****FIRST YEAR****INTRODUCTION TO RETAILING****Time : 3 Hours****Maximum Marks : 70****PART - A****(3 x 3 = 9 Marks)****Answer any THREE questions**

1. Explain the nature of retailing business.
2. Explain the meaning of merchandise mix.
3. What are the key terms of quality in retailing?
4. What do you mean by foreign direct investment?
5. What are the components of consumer demographic profiles?

**PART - B****(3 x 7 = 21 Marks)****Answer any THREE questions**

6. Describe the factors that influence retailing business.
7. What are the characteristics of matrix organization?
8. Explain the need for service management.
9. How does change in individual income influence retail business?
10. Differentiate between rural and urban India.

**Answer any FOUR questions**

11. Classify and discuss important types of retail business in India.
12. What are advantages and limitations of non store retailing?
13. Briefly trace out the origin of retail business in India.
14. Discuss the significance of services in retail business.
15. Elaborate the present scenario of clothing and textile retailing in India.
16. How does size of retail business influence profitability? - Discuss in detail.
17. Enumerate the emerging sectors in retailing Industry.

**UG-A-430**

**BBAR-21**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**SECOND YEAR**

**BUSINESS MATHEMATICS AND STATISTICS**

**Time : 3 Hours**

**Maximum Marks : 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. Explain the nature of business statistics.
2. Write a note on characteristics of primary data.
3. What is histogram? Give an example.
4. The principal is Rs.30,000 the interest rate is 12%. Calculate the total value after 2 year using compound interest.
5. What are the uses of calculus in business?

**PART- B****(4 × 15 = 60 Marks)****Answer any FOUR questions.**

6. What are the properties of mean median and mode? Explain in detail.
7. Classify and discuss different kinds of matrices.
8. Prove that  $A \cap (B \cup C) = (A \cap B) \cup (A \cap C)$ .
9. The following data relate to the prices and quantities of 3 commodities in the year 2004 and 2005. Calculate index numbers under Fishers Ideal method for the year 2005 by using 2004 as a base year.

	2004		2005	
	Kilo	Rate	Kilo	Rate
Bread	10	3	8	3.25
Meat	20	15	15	20
Tea	2	25	3	23

10. Multiply matrices A and B.

$$A = \begin{pmatrix} -2 & 5 & 4 \\ -3 & 6 & 7 \end{pmatrix}$$

$$B = \begin{pmatrix} -2 & -4 \\ -1 & 1 \\ -3 & 6 \end{pmatrix}$$

11. Fit a straight line trend to the following data

Year	1965	1966	1967	1968	1969	1970	1971
Value of production (in crores)	672	824	967	1204	1464	1758	2057

Estimate the value of production during the year 1975.

12. Elaborate the procedure involved in constructing index number.

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**U.G. DEGREE EXAMINATION - JUNE 2021****RETAIL MANAGEMENT****SECOND YEAR****BUSINESS COMMUNICATION****Time : 3 Hours****Maximum Marks : 75****PART - A****(3 x 5 = 15 Marks)****Answer any THREE questions.**

1. State the merits and demerits of written communication.
2. What are the sources of information in status enquiry?
3. Describe the form and contents of the letter of application.
4. What are the statutory provisions relating to minutes?
5. Write about video conferencing.

**PART -B****(4 x 15 = 60 Marks)****Answer any FOUR questions.**

6. Explain the different barriers to communication
7. Describe the qualities of a good business letter.
8. Write an appointment letter for the post of an accountant.
9. As a managing partner of a cycle dealer, apply to a new cycle manufacturing company for an agency.
10. Write a letter to the banker to stop payment for a cheque.
11. Explain the various uses of Internet in business.
12. Briefly explain modern forms of communication.

## U.G. DEGREE EXAMINATION - JUNE 2021

## RETAIL MANAGEMENT

## SECOND YEAR

## MARKETING MANAGEMENT

Time: 3 Hours

Maximum Marks: 75

## PART - A

(3 x 5 = 15 Marks)

Answer any THREE questions.

1. State the functions of marketing.

சந்தையியலின் பணிகளை குறிப்பிடுக.

2. What are the benefits of Marketing Segmentation?

சந்தை பாகுபடுத்துதலின் நன்மைகள் யாவை?

3. Define the concept of "product life cycle".

பொருள் ஆயுள் சுழற்சியின் வரைவிலக்கணம் தருக.

4. What are the channels used for marketing of consumers products? explain .

நுகர்வோர் பொருள்களைச் சந்தையிடும் போது பயன்படுத்தும் வழங்கல் வழிகள் யாவை? விளக்கக்க.

5. Explain the factors influencing product mix.

பொருள் கலவையினை தீர்மானிக்கும் காரணிகளை விளக்க.

## PART - B

(4 x 15 = 60 Marks)

Answer any FOUR questions.

6. Explain the environmental factors that influence the marketing functions.

சந்தையியல் பணிகளை பாதிக்கும் சூழல் காரணிகளை பற்றி விளக்க.

7. Discuss the different stages of buying decisions process.

வாங்கும் முடிவு செயல்முறையின் பல்வேறு படிநிலைகளை குறித்து விவாதிக்க.

8. What do you mean by buying motives ? Explain the various theories of buyer behavior?

வாங்கும் நோக்கு குறித்து நீவிர் அறிவது யாது? வாங்குவோர் நடத்தையின் பல்வேறு கோட்பாடுகளை விளக்குக.

9. Describe the stages of a product life cycle.

பொருள் வாழ்க்கைச் சுழற்சியின் படிநிலைகளை பற்றி விவரிக்க.

10. What are the factors influencing the pricing decisions?

விலை நிர்ணயத்தை தீர்மானிக்கும் காரணிகள் யாவை?

11. Explain the qualities of a good advertisement.

ஒரு சிறந்த விளம்பர நகலின் பண்புகளை ஆராய்க.

12. Distinguish between personnel selling and salesmanship.

நேரடி விற்பனையை, விற்பாண்மையிலிருந்து வேறுபடுத்திக் காட்டுக.



**U.G. DEGREE EXAMINATION - JUNE 2021****RETAIL MANAGEMENT****SECOND YEAR****HUMAN RESOURCE MANAGEMENT****Time: 3 Hours****Maximum Marks: 75****PART - A****(3 x 5 = 15 Marks)****Answer any THREE questions.**

1. What are the objectives of HRM?
2. Write any four recruitment policy.
3. What do you mean by Performance Appraisal?
4. What are the characteristics of motivation?
5. What is Collective Bargaining?

**PART -B****(4 x 15 = 60 Marks)****Answer any FOUR questions.**

6. Explain the nature and scope of Human Resource Management.
7. Explain the various types of tests.
8. Discuss the various methods of training.
9. Examine the process of performance appraisal system.
10. Explain the requirements of a Sound Incentive Plan.
11. Discuss the importance of industrial relations.
12. What are the levels or stages of workers participation in management?  
Explain them.

**U.G. DEGREE EXAMINATION JUNE 2021**  
**RETAIL MANAGEMENT**  
**SECOND YEAR**  
**STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING**

**Time: 3 Hours**

**Maximum Marks: 75**

**PART - A**

**(3 x 5 = 15 Marks)**

**Answer any THREE questions.**

1. What is meant by layout selection?
2. State the importance of space planning.
3. Explain the objectives of a good store design.
4. Write a note on merchandise department.
5. Define the term visual communication.

**PART -B**

**(4 x 15 = 60 Marks)**

**Answer any FOUR questions.**

6. What are the factors considered while formation of store layout? Explain.
7. Discuss the functional area of store layout.
8. Explain the various steps involved in store design process.
9. Explain the important features of store design.
10. What are the various methods of presentation used in visual merchandising?
11. Discuss the techniques adopted in visual communication process.
12. Explain the uses of Graphics and Atmospheres.

**UG-A-434**

**BBAR – 31**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**MERCHANDISE MANAGEMENT AND PRICING**

**Time : 3 Hours**

**Maximum Marks : 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. What are the factors affecting the Merchandising Function?
2. What is Merchandise Planning? State its need.
3. Write a note on Merchandise Sourcing.
4. What is Merchandise Budget Plan?
5. State the Retail Pricing objectives.

**PART- B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Explain the Roles and Responsibilities of Merchandiser.
  7. Explain about Collaborative, Planning, Forecasting and Replenishment.
  8. Explain the advantages of Analysing the Vendor Performance.
  9. How do you allocate Merchandise to stores?
  10. Explain the External Influences on Retail Pricing Strategy.
  11. Explain the evaluation of Merchandising.
  12. What are the points to be kept in mind while fixing the Retailing Price?
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**UG-A-435**

**BBAR-32**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**RETAIL STORE OPERATIONS**

**Time: 3 Hours**

**Maximum Marks: 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. Explain about various components of Retail Operations.
2. What is Promotional Ordering? Explain with a suitable example.
3. Elucidate briefly the advantages of Self-service and checkout operations.
4. Describe various anticipated causes of customer complaints.
5. Define Store maintenance and its importance.

**PART- B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Explain briefly the various Responsibilities of a Store Manager.
7. Describe various Inventory management Techniques.
8. Explain the various merchandising factors in self service.
9. Explain ways for simplification of Customer checkout process.
10. Describe in brief the various methods of controlling costs.
11. List out various Customer Complaint Redressal Practices.
12. Discuss how retailers can reduce shrinkage from shoplifting and employee theft.

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**UG-A-436**

**BBAR-33**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**CUSTOMER BUYING BEHAVIOUR**

**Time : 3 Hours**

**Maximum Marks : 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. What are the importances of Consumer Behaviour?
2. State the different types of Buying Decision.
3. Explain the role of motivation in Buying Behaviour.
4. What are the family factors affecting the Consumer Behaviour?
5. List out the criteria for Retail Market Segmentation.

**PART- B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Explain the different theories relating to Consumer Behaviour.
  7. Discuss the stages involved in Retail buying process.
  8. Explain the Individual variables affecting the Buying Behaviour in Retailing.
  9. Explain the external Factors influencing the Consumer Buying Behaviour.
  10. What are the bases of Retail Market Segmentation? Discuss.
  11. Explain the role of Retail Manager in Consumer Behaviour process.
  12. Discuss the reasons for changing the behavior of consumer in Retailing.
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**UG-A-437**

**BBAR-34**

**U. G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**CUSTOMER SERVICE AND PERSONAL SELLING IN RETAILING**

**Time: 3 Hours**

**Maximum Marks: 75**

**PART- A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. Explain the various steps involved in effective customer service model in retail.
2. Explain effective communication between customer and service provider.
3. What are the steps involved in customer relationship management?
4. Explain role of personal selling in retail.
5. How to build rapport?

**PART - B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Who is a sales personal and their duties and responsibilities?
  7. Explain reasons for gap in service.
  8. Explain customer relationship program and management in personal selling in retailing.
  9. Briefly explain service and recovery of service.
  10. Explain difference between advertisement and personal selling.
  11. Explain how will you establish customer relationship management in retail.
  12. What are the theories of personal selling in retailing?
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**UG-A-438**

**BBAR-35**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 75**

**PART- A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

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.**

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?

**UG-A-439**

**BBAR-36**

**U.G. DEGREE EXAMINATION – JUNE 2021**

**RETAIL MANAGEMENT**

**THIRD YEAR**

**INFORMATION TECHNOLOGY AND E-TAILING**

**Time : 3 Hours**

**Maximum Marks : 75**

**PART - A**

**(3 × 5 = 15 Marks)**

**Answer any THREE questions.**

1. What is retail information system?
2. Explain the term Customer Relation Management.
3. Write short note on “Web Application”.
4. What is Retail management information system?
5. State the features of Electronic Loyalty scheme.

**PART- B**

**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.**

6. Explain the role of retail data capture in retail transaction.
  7. What are the factors to be considered in designing effective electronic funds transfer?
  8. How to tackle web limitations through information technology innovation?
  9. State the benefits of database marketing.
  10. Discuss the various IT innovative measures taken to tackle the limitations of web applications.
  11. State and explain the importance of E-Commerce in Retailing Institution.
  12. Explain the role of retail data capture in retail transaction.
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**UG-A-439**