



TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
SPOT ASSIGNMENT

PROGRAMME – BBAR – II YEAR	COURSE CODE	BATCH
BUSINESS MATHEMATICS & STATISTICS	BBAR- 21	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 types of Matrices?
2. Compute the first and third quartiles for the following data and also the Quartile Deviation and its co-efficient.

Marks	30	40	50	60	70	80
No. of students	4	7	15	8	7	2

3. A panel of two judges has rated seven beauty queen contestants and assigned ranks as follows:

Contestant	K	L	M	N	O	P	Q
Rank by Judge 1	1	3	5	2	4	6	7
Rank by Judge 2	3	2	4	1	6	5	7

Calculate the rank correlation co-efficient

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. $A = \{1,2,3,4,5\}$ $B = \{3,4,6,7\}$ $C = \{3,5,6,7\}$ verify the Distribution law
 $A \cap (B \cap C) = (A \cap B) \cap (A \cap C)$

5. A sample of 100 students mark in a particular subject drawn from TNOU is given below. Compute the Mean Deviation.

Marks obtained	No. of Students
30-34	5
35-39	8
40-44	12
45-49	20
50-54	27
55-59	20
60-64	8



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PROGRAMME – BBAR – II YEAR	COURSE CODE	BATCH
BUSINESS COMMUNICATION	BBAR- 22	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 qualities of a good business letter?
2. Explain the stages in writing collection letters.
3. Specify the types of report.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the purpose and elements of a good letter of complaint.
5. Describe the computer based forms of communication.



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PROGRAMME – BBAR – II YEAR	COURSE CODE	BATCH
MARKETING MANAGEMENT	BBAR- 23	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 market planning process.
2. Define package. What are the functions of package?
3. Explain the new product pricing.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the various stages of buying decision process.
5. What is sales promotion? Explain various sales promotion techniques.



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PROGRAMME – BBAR – II YEAR

COURSE CODE

BATCH

HUMAN RESOURCE
MANAGEMENT

BBAR- 24

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are objectives of personnel management?
2. Define Personnel Policy. What are the characteristics of sound Personnel Policy?
3. Explain the collection bargaining process.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. What do you mean by job analysis? Explain the purpose and uses of job analysis.
5. Explain the various important Incentive Plans of Wage Payment.



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PROGRAMME – BBAR – II YEAR	COURSE CODE	BATCH
STORE LAYOUT, DESIGN & VISUAL MERCHANDISING	BBAR- 25	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 is the role of category within the Store?
2. What are the difference between local and central approach in visual merchandising?
3. What is Signage and why it is important?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the development of layout for Retail Stores select the appropriate Layout for Retail Outlets.
5. Critically analyze the product production techniques for a electronics goods retailer.