



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

PROGRAMME – BBAR – III YEAR

COURSE CODE

BATCH

MERCHANDISE MANAGEMENT &
PRICING

BBAR- 31

CY 2015

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. State the advantages and disadvantages of Manufacture Brands.
2. What are the steps in the process of Private Label Creation?
3. Explain the tools utilised for evaluating the performance of merchandise.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Draw the Merchandise Budget Plan for Retail Store.
5. Explain the different kinds of pricing strategies adopted in Retail Sector.



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RETAIL STORE OPERATIONS

BBAR- 32

CY 2015

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 objectives of Inventory Management?
2. Write short note on Manual Bill Books.
3. Explain the value of Insurance in Retailing.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the various Sales Forecasting Techniques.
5. Describe the consumer redressal strategies adopted in Retail Stores.



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CONSUMER BUYING BEHAVIOUR

BBAR- 33

CY 2015

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Write short note on Customer Satisfaction, Value and Retention.
2. How attitude is developed?
3. What do you understand by culture and Sub- Culture? How they influence each other?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the various stages in the Buying Process.
5. Explain the application of reference groups concept to marketer and advertiser.



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CUSTOMER SERVICE &
PERSONAL SELLING IN
RETAILING

BBAR- 34

CY 2015

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 characteristics of a Customer Loyalty Program.
2. Explain the do's and don'ts of Personal Selling.
3. List the employment aspects of a Retailing Career.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the role of Customer Service Relationship Management in Retailing.
5. Describe the Traits of Sales Personal.



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LOGISTICS & SUPPLY CHAIN
MANAGEMENT

BBAR- 35

CY 2015

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Who is Vendor? How do you select right Vendor?
2. List the Logistics fields in Distribution.
3. Identify financial factors that influence Supply Chain Performance.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define Retail Logistics and discuss the different functions of Retail Logistics.
5. Explain the factors that compel the organisation to outsource the Logistics functions.



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INFORMATION TECHNOLOGY & E-
TAILING

BBAR- 36

CY 2015

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 Self . Scanning and Self . Checkout System.
2. What is the role of IT in SCM?
3. Explain UPC System and EAN System of Bar Coding.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the role of Retail Data Capture in Retail Transaction.
5. Explain Electronic Loyalty Scheme.