



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

COURSE – BBAR – III YEAR	COURSE CODE	BATCH
MERCHANDISE MANAGEMENT & PRICING	BBAR - 31	AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define Merchandise Planning.
2. How do you allocate merchandise to the store?.
3. Explain the tools utilized for evaluating the performance of Merchandise.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Discuss the various components of merchandise plan.
5. What is meant by inventory shrinkage? How does the merchandise budget planning process account for inventory shrinkage?



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RETAIL STORE OPERATIONS

BBAR - 32

AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Write a short notes on VED analysis.
2. Explain manual bill books.
3. Write a short note on check out systems.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Discuss the elements of Store Components.
5. Discuss the consumer redressal strategies adopted in retail stores.



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COURSE – BBAR – III YEAR	COURSE CODE	BATCH
CONSUMER BUYING BEHAVIOUR	BBAR - 33	AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. List the advantages of customer visit in consumer decision making.
2. What are different types of Perceived Risk?
3. Write short notes on
(i) Segmenting (ii) Targeting (iii) Positioning

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Explain the purchasing the merchandise or service process in the Buying Process.
5. What are the different types of groups and what is their role in consumer behaviour?



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**CUSTOMER SERVICE &
PERSONAL SELLING IN
RETAILING**

BBAR - 34

AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Outline the steps in reducing the gap in service
2. Evaluate the methods of collection of customer data.
3. Define Customer Relationship Management.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. State the various customer relationship management strategies in retail sector.
5. Critically examine the role of sales person in the retail outlet.



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COURSE – BBAR – III YEAR	COURSE CODE	BATCH
LOGISTICS & SUPPLY CHAIN MANAGEMENT	BBAR - 35	AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the objectives of retail supply chain?
2. Why Retail Logistics?
3. Distinguish between Third Party and Fourth Party Logistics Outsourcing.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Explain the factors that compel the organization to outsource the logistics functions.
5. Discuss the components of Value in Supply Chain.



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COURSE – BBAR – III YEAR

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**INFORMATION TECHNOLOGY &
E-TAILING**

BBAR – P3

AY 2016-2017

Time: 1 Hour

Total Marks: 25

Part – A (2x5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the uses of presentation software?
2. Explain the Quick Response Replenishment System.
3. Explain the benefits of data base marketing.

Part – B (1x15 = 15 Marks)

Answer any one question.

4. Describe the role of Retail Data Capture in Retail Transaction.
5. Explain how E-commerce finds its use in retailing institutions.