



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

PROGRAMME – BBAR –II YEAR

COURSE CODE

BATCH

BUSINESS MATHS & STATISTICS

BBAR- 21

AY 2016-17

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

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

2. Calculate the medium of the following data compiled from the traders in your area

Sales (1000 Rs.)	0-10	10-20	20-30	30-40	40-50	50&Above
No.of Traders	5	7	12	18	8	5

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. $A = \begin{vmatrix} 1 & -1 & 1 \\ -3 & 2 & -1 \\ -2 & 1 & 0 \end{vmatrix}$ $B = \begin{vmatrix} 1 & 2 & 3 \\ 2 & 4 & 6 \\ 1 & 2 & 3 \end{vmatrix}$ Compute AB and BA

5. Find the Trend Line the following data.

Year	Hostel Consumption
1991	3512
1992	3472
1993	3464
1994	3174
1995	2969
1996	2960
1997	2715
1998	2460
1999	2300
2000	2334
2001	2250
2002	1960



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BUSINESS COMMUNICATION

BBAR- 22

AY 2016-17

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. List out the components of a Business Letter.
2. Draft a letter from a customer asking bank for overdraft facilities.
3. What are the steps involved in Business Report Writing?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the objectives and functions of Sales Letters and draft a model Sales Letter.
5. List out the Modern Means of Communication and their functions.



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MARKETING MANAGEMENT

BBAR- 23

AY 2016-17

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain Marketing Management Functions.
2. List out the various levels of the Product Hierarchy.
3. Highlight the types of Channels.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the needs and basis of the Market Segmentation.
5. Discuss about the various types of Pricing Strategies.



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HUMAN RESOURCE
MANAGEMENT

BBAR- 24

AY 2016-17

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Outline the steps involved in Policy Formulation.
2. Define Incentive. What are the essentials of sound Incentive Plans?
3. Write the important provisions of the Trade Unions Act, 1926.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the various methods of Job Evaluation with their merits and demerits
5. Define Job satisfaction. Explain the factors relating to Job satisfaction.



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STORE LAYOUT, DESIGN &
VISUAL MERCHANDISING

BBAR- 25

AY 2016-17

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 various factors to be considered while designing Store Layout.
2. Write a short note on Store Design and purpose of Store Design.
3. List the usefulness of various fixtures and fittings in product presentation.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is store Layout Management? Discuss its various components.
5. Explain the different presentation techniques for various Retail Formats.