



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME – BBAR – III YEAR	COURSE CODE	BATCH
MERCHANDISE MANAGEMENT	BBAR- 31	AY 2015-16

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Time: 1 Hour

Total Marks: 25

## Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What do you understand in the concept of Life Style Merchandising?
2. Illustrate the steps in the process of Private Label Creation?
3. How do you allocate merchandise to the store?

## Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Identify the source of Merchandise Supply in Retailing.
5. Draw the Merchandise Budget Plan to Retail Store. Tell advantages and disadvantages of budgeting in retailing.



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PROGRAMME – BBAR – III YEAR

COURSE CODE

BATCH

RETAIL STORE OPERATIONS

BBAR- 32

AY 2015-16

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Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. How can store operating play a role In promoting store loyalty?
2. Write short note on Planograms.
3. Explain the Store Front End Cash Procedure.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the types of Quantity Checking and Quality Checking.
5. Explain the consumer redressal strategies adopted in retail stores.



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BATCH

CONSUMER BUYING BEHAVIOUR

BBAR- 33

AY 2015-16

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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 term Consumer Retention.
2. How Personality Traits can influence Consumer research with suitable examples?
3. What is meant by Market Segmentation? What are the benefits of market Segmentation in retail sector?

## Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Critically analyse different components of Purchase Decision Process and state its utility in Retail Sector.
5. Discuss the Cultural and Sub - Cultural influence on Consumer Behaviour.



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PROGRAMME – BBAR – III YEAR

COURSE CODE

BATCH

CUSTOMER SERVICE &  
PERSONAL SELLING IN  
RETAILING

BBAR- 34

AY 2015-16

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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 Customer Service Strategies in Retail sector.
2. Explain the do's and don'ts of Personal Selling.
3. What are the duties and responsibilities of Sales Personnel?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the concept of Service Recovery and Describe the steps involved in Service Recovery.
5. Discuss the role of customer Relationship Management in Retailing.



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PROGRAMME- BBAR – III YEAR

COURSE CODE

BATCH

LOGISTICS & SUPPLY CHAIN  
MANAGEMENT

BBAR- 35

AY 2015-16

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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 elements of Retail Supply Chain?
2. State the concept and scope of Inbound Logistics.
3. How do you develop model for Logistics outsourcing?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Trace the evolution of Retail Logistics System and List the various components of Retail Logistics.
5. Describe Supply Chain Co-ordination, the bullwhip effect and their impact on performance.



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PROGRAMME – BBAR – III YEAR

COURSE CODE

BATCH

INFORMATION TECHNOLOGY & E-  
TAILING

BBAR- 36

AY 2015-16

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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 word processor? What are its uses?
2. Explain the benefits of database marketing.
3. What is the role of IT in SCM?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the applications of Information Technology in retailing.
5. Explain the Electronic Loyalty Scheme.