

UG-A-1126

**BBAC-23X/
BBAM-23X/
BBAR-23X**

U.G. DEGREE EXAMINATION – JULY, 2022.

Management

(From CY – 2020 onwards)

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of five questions
in 100 words.**

All questions carry equal marks.

1. What is marketing management?

சந்தையியல் மேலாண்மை என்றால் என்ன?

2. Define Market segmentation.

அங்காடி கூறுபாடு வரையறு.

3. Write short note on Product Mix.

பொருள் கலவை சிறு குறிப்பு வரைக.

4. What are the Channels of distribution?
வழங்கல் வழிகள் யாவை?

5. Write a short note on Advertising.
விளம்பரம் பற்றி சிறு குறிப்பு வரைக.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of five questions in
200 words.

All questions carry equal marks.

6. Explain the scope of Marketing.
சந்தையியல் மேலாண்மையின் முக்கியத்துவம் பற்றி விளக்குக.
7. Explain the concepts of Marketing Mix.
அங்காடி கலவையின் கருத்துப் பற்றி விளக்குக.
8. Explain about the classifications of product.
பொருள் வகைகளை பற்றி விளக்குக.
9. Describe the function of Wholesalers.
மொத்த விற்பனையாளரின் பணிகளை விவரிக்க.
10. Explain about concepts in promotion.
விருத்தி செய்தல் கருத்துப் பற்றி விளக்குக.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions
in 500 words.

All questions carry equal marks.

11. Detail a note on various Functions of Marketing.
சந்தையியலின் பல்வேறு பணிகளை விரிவாக எழுதுக.
12. Explain in detail about Factors influencing buyer behavior.
நுகர்வோர் போக்கைப் பாதிக்கும் காரணிகள் பற்றி விரிவாக விளக்குக.
13. Explain about the various stages in developing new Product.
புதிய பொருளை அபிவிருத்தி செய்தலில் உள்ள பல்வேறு நிலைகளை விளக்குக.
14. Explain the factors influencing pricing decisions.
விலை நிர்ணய முடிவுகளை பாதிக்கும் காரணிகளை விளக்குக.
15. Give a detailed note on Sales forecasting and its advantages.
விற்பனை முன் மதிப்பீடு பற்றி விரிவான குறிப்பு எழுதுக மற்றும் அதன் நன்மைகளை கூறுக.

16. Explain the concept involved in physical distribution.

வழங்கல் வழியில் உள்ள கருத்துக்களை விளக்குக.

17. Explain the need and significance of market segmentation.

அங்காடி கூறுபாட்டின் தேவையையும் முக்கியத்துவத்தையும் விளக்குக.

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**U.G. DEGREE EXAMINATION —
JULY, 2022.**

Retail Management

(CY 2020 & AY 2020 Batches Onwards)

Second Year

BUSINESS MATHEMATICS AND STATISTICS

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any **THREE** questions out of Five questions in
100 words.

All questions carry equal marks.

1. What do you mean by primary data?
2. Define statistics.
3. What is the meaning of median?
4. What are the various measures of dispersion?
5. What is simple correlation?

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. What are the uses of statistics in business?
7. Explain the components of time series.
8. What are the elements of calculus?
9. Calculate the arithmetic mean of the following data :
Age in years : 8 10 12 15 18
Number of workers : 5 7 12 6 10
10. The following are the ranks obtained by 10 students in statistics and mathematics :

Statistics : 1 2 3 4 5 6 7 8 9 10

Mathematics : 1 4 2 5 3 9 7 10 6 8

To what extent the knowledge of the students in
the two subjects is related?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words.

All questions carry equal marks.

11. The following data gives the number of children in 50 families. Construct a suitable frequency table.

4 2 0 2 3 2 2 1 0 2
3 5 1 1 4 2 1 3 4 2
6 1 2 2 2 1 3 4 1 0
2 4 3 0 1 3 6 1 0 1
1 3 4 1 0 1 2 2 2 5

12. Write about matrices operation rules.
13. Difference between simple and compound interest.
14. The expenditure of 1,000 families is given as under :

Expenditure in Rs. :	40-59	60-79	80-89	100-119	120-139
Number of families :	50	?	500	?	50

The median and mean for the distribution are both Rs. 87.50 respectively. Calculate the missing figure.

15. Calculate Karl Pearson's coefficient of correlation for the following data of prices and demand

Price :	43	54	85	91	59	95	68	29	73	72
Demand :	105	98	53	49	84	40	73	59	63	52

16. The mean and variance of a group of 100 items are respectively 15 and 9. The mean and variance of another group of 150 items are each equal to 16. If the two groups are merged, find the mean and variance of the combined group.
17. Find the rank correlation coefficient for the following data :

X: 92 89 87 86 86 77 71 63 53 50
Y: 86 83 91 77 68 85 52 82 37 57

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**U.G. DEGREE EXAMINATION —
JULY, 2022.**

Retail Management

(CY 2020 & AY 2020 Batches onwards)

Second Year

BUSINESS COMMUNICATION

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five questions in
100 words.**

All questions carry equal marks.

1. Define business communication
2. Write a note on business enquiry.
3. What is insurance correspondence?
4. What is committee?
5. What is business speech?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. What are the 7 C's of effective communication?
7. Describe about the essential components of sales letter.
8. Discuss the types of insurance correspondence.
9. How do you write an agenda in business communication?
10. What are the benefits of internet in business communication?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. What are the different barriers of communication?
12. Explain about the types of business letter.

13. Write a Letter informing a customer that cash credit facilities have been sanctioned in response to his request to that effect.
 14. What are the types of business speech?
 15. What are the steps to improve internal communication?
 16. Write the components of successful business quotation.
 17. Explain the advantages of using email in business communication.
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**U.G. DEGREE EXAMINATION —
JULY, 2022.**

Retail Management

(From CY – 2020 onwards)

Second Year

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five questions in
100 words.**

All questions carry equal marks.

- 1. Mention the objectives of HRM.**
- 2. Explain the meaning of training and development.**
- 3. Give any five examples of monetary benefits.**
- 4. What are human relations?**
- 5. Explain the meaning of Collective bargaining.**

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. Explain the environmental influence of human resource management?
7. Difference between placement and induction.
8. Figure out the problems of performance appraisal.
9. Explain the factors influencing employee morale.
10. Discuss the rights and liabilities of trade unions.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. Briefly explain the recent policies on HRM.
12. Discuss the pre requisites of effective job evaluation.

13. Explain the most effective training methods.
 14. Discuss the main hindrances for collective bargaining.
 15. Explain the qualities of personnel manager.
 16. How to develop an effective system for employee participation in productivity improvement?
 17. Explain the strategies to reduce the labor turnover.
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**U.G. DEGREE EXAMINATION —
JULY, 2022.**

Retail Management

(From CY – 2020 Onwards)

Second Year

**STORE LAYOUT, DESIGN AND VISUAL
MERCHANDISING**

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any **THREE** questions out of Five questions in
100 words.

All questions carry equal marks.

1. What is meant by POP display? Give examples.
2. What is meant by floor plan?
3. What are the steps for designing store layout?
4. What is the role of visual merchandising?
5. Mention the functions of a display.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. Explain the factors that influence the selection of a store.
7. What are the main constraints in the fixture planning?
8. Write a detailed note on colour blocking.
9. Discuss the different types of displays in detail.
10. What are the different forms of visual communication?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. Explain the different types of retail stores.
12. Discuss the different types of presentation in detail.
13. What is an exterior sign? Explain its types.

14. What are the goals and principles of store design?
 15. Explain the role of colour and lighting in store design.
 16. Discuss functions of visual merchandising.
 17. Discuss the different types of visual product placements.
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