

**UG-638**

**BBAR-31/  
DRM-03**

**B.B.A. DEGREE EXAMINATION –  
JUNE, 2018.**

Third Year

**MERCHANDISE MANAGEMENT AND PRICING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What is Merchandise management and list out its objectives?
2. Explain briefly about CPFR.
3. Elucidate various Private Label options.
4. Define Financial Merchandise management and list out benefits of a well-structured financial merchandise plans.
5. Describe the retail pricing objectives.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain briefly the various roles and responsibilities of a Merchandiser.
7. Describe various guidelines to be followed when negotiating with vendors.
8. Elucidate the factors necessary for determining Variety and Assortment
9. Explain the Merchandise Planning Process with the help of a flow diagram
10. Describe in brief the concept of life style merchandising.
11. List out various Retail pricing strategies.
12. What are differences between a fashion, fad and staple? How should a merchandise planner manage these types of merchandise differently?

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**BBAR-32/  
DRM-04**

**B.B.A. DEGREE / DIPLOMA EXAMINATION –  
JUNE, 2018.**

**Retail Management**

**RETAIL STORE OPERATIONS**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Explain about various components of Retail Operations.
2. What is CPRF Merchandise Reordering Planograms? Explain with a suitable example.
3. Elucidate briefly the advantages of Self-service and checkout operations.
4. Describe various anticipated causes of customer complaints.
5. Define Store maintenance and its importance.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain briefly the various Responsibilities of a Store Manager.
7. Describe various Inventory Management Techniques.
8. Elucidate the procedure involved in receiving, check in and check out operations in a merchandising.
9. Explain way for simplification of Customer checkout process.
10. Describe in brief the various methods of controlling costs.
11. List out various Service Recovery Ways.
12. Discuss how to manage the store security of a merchandising firm. What steps would you recommend to strengthen the security aspects of a merchandising store?

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**BBAR-33**

**B.B.A. DEGREE EXAMINATION –  
JUNE, 2018.**

**Third Year**

**CONSUMER BUYING BEHAVIOUR**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Explain the term “Consumer Behaviour”.
2. What are the different types of buying behavior?
3. Write a short note on the role of perception in buying behavior.
4. What is Sub Culture?
5. Explain market segmentation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write a short note on the need and advantages of studying consumer behavior.
7. Explain extended problem solving and Intended problem solving behaviours.
8. Discuss the role of motivation and its implication in consumer behavior.
9. Who are reference groups and bring out its impact in marketing and consumer behavior?
10. How can attitude be formed and changed? Explain.
11. Write a note on market segmentation and its approaches.
12. Explain how self-image can influence the choice of a brand.

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**BBAR-34/  
DRM-05**

**B.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**Third Year**

**CUSTOMER SERVICE AND PERSONAL SELLING IN  
RETAILING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain the various steps involved in effective customer service model in retail.
2. Explain effective communication between customer and service provider.
3. What are the steps involved in customer relationship management?
4. Explain role of personal selling in retail.
5. How to build rapport?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Who is a sales personal and their duties and responsibilities?
  7. Explain reasons for gap in service.
  8. Explain customer relationship program and management in personal selling in retailing.
  9. Briefly explain service and recovery of service.
  10. Explain difference between advertisement and personal selling.
  11. Explain how will you establish customer relationship management in retail.
  12. What are the theories of personal selling in retailing?
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**UG-642**

**BBAR-35**

**B.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**Third Year**

**LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain integrated supply chain management.
2. Explain cross docking.
3. Describe about multimodal transport.
4. Explain outsourcing.
5. Define financial evolution of supply chain decisions.

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

6. Briefly explain supply chain management.
7. Explain the concept of delivery system.

8. Explain inventory management.
  9. Explain the concept of multi model transport.
  10. How will you coordinate a supply chain and role of E-business?
  11. What is the difference between supply chain management and vendor management?
  12. Critically describe issues in supply chain management.
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**BBAR-36/  
DRM-06**

**B.B.A. DEGREE EXAMINATION —  
JUNE, 2018.**

**Third Year**

**Retail Management**

**INFORMATION TECHNOLOGY AND E-TAILING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain meaning and its role in retailing.
2. Explain applications of information technology in retailing.
3. Explain benefits of data base marketing.
4. Short note on information technology.
5. How information technology is used in supply chain management?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain applications of information technology in retailing.
7. Explain retail management information system.
8. How do we adopt coding system and state limitations of web applications?
9. Explain :
  - (a) Electronic Fund Transfer and Point of Sale [EFTPOS].
  - (b) Electronic loyalty scheme.
10. What is called as radio frequency identification [RFID] – Explain in details.
11. Explain in detail study of information technology in customer relationship management.
12. Describe information technology in customer relationship management.

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