

INFORMATION TECHNOLOGY IN RETAIL

Answer any THREE questions.

Each question carries 20 marks each.

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks each.

1. List the basic components of a computer system
2. What is software? Explain different types of software's.
3. State different types of networks.
4. What is database? Explain.
5. What is Internet? Explain its uses.
6. Discuss the features of window 2000.
7. Explain different menus available in formatting toolbar in spread sheet.
8. Illustrate various menus in MS-Access.

9. Discuss generation of computer.
 10. What is Topology? Explain its types.
 11. What is World Wide Web? Explain.
 12. Describe the methods of data analysis in Excel.
 13. Explain electronic point of sales system
 14. What is retail management information system? Discuss its types.
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PRINCIPLES OF MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

All questions carry equal marks.

1. Distinguish between management and administration.
2. What is the contribution of Peter E. Drucker to management?
3. Why is planning so important for the success of an organization? Explain.
4. What are the merits and demerits of decentralisation?
5. Why is a good organizational structure necessary? Explain.
6. Bring out the arguments for and against the promotion system.

7. What do you understand by motivations? Give examples.
8. Bring out the importance of coordination in a business organisation.

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

All questions carry equal marks.

9. Enumerate the contribution of Henry Fayol for management thought.
10. Discuss the necessity of human skills in management.
11. Define departmentation and discuss the different kinds of departmentation.
12. What are the benefits of a good organizational structure?
13. Describe the various steps involved in the staffing process.
14. Explain the various techniques of managerial control.

MANAGERIAL ECONOMICS
(Also common to B.B.A. retail)

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is the use of business economics in economic decisions of the management?
2. Point out the characteristics of wants with suitable illustration.
3. Write an elaborate note on Arc method of measurement of elasticity of demand.
4. Explain the regression method of demand forecasting. Compare this method with trend method.
5. What is production function? State its assumptions.

6. Bring out the relationship between total cost, average cost and marginal cost.
7. What is monopoly? What are its features?
8. What is peak load pricing? Why does this problem arise?

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. 'profit maximisation is no longer a traditional objective of a business firm'- Discuss.
10. Explain in detail the various methods of measurement of national income.
11. Explain the factors contributing to the expansion phase of business cycle.
12. Explain the price and output decisions under perfect competition.
13. What are the traditional monetary measures of controlling inflation?
14. Discuss the role of monetary policy in economic growth.

11. Define accounting and explain its concepts.

12. The following information prepare manufacturing overhead budget for the quarter ending March, 1999. The budgeted output during this quarter is 4,000 units.

Fixed overheads Rs. 20,000

Variable overheads 10,000 (varying @ Rs. 5 p. unit)

Semi-variable 10,000 (40% fixed and 60% varying
overheads @ Rs. 3 p. unit)

13. Write the format of final account with simple adjustments.

14. Calculate the optimum production quantity per production run from the following :

Estimated annual production 90,000 units

Set-up cost per production run Rs. 50

Carrying cost per unit p.a. Re. 1

5159/BR3

MAY 2011

ACCOUNTING AND FINANCIAL MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Prepare final accounts with closing stock of Rs. 10,000

	Rs.
Purchase	42,000
Loan	30,000
Wages	30,600
Salary	7,200
Bills payable	4,000
Cash	2,000
Stationeries	1,900
Sales	96,400
Creditors	10,000
Bank	5,000
Debtors	60,000

	Rs.
Insurance	150
Land	40,000
Capital	40,000
Interest	2,150

2. From the following two balance sheets as at 31.12.2003 and 2004. You are required to prepare a statement of sources and applications of funds.

Liabilities	2003	2004	Assets	2003	2004
Capital	40,000	45,000	Bank	30,000	47,000
Bills payable	10,000	23,000	Debtors	1,20,000	1,15,000
P & L a/c	2,30,000	2,50,000	Stock	80,000	90,000
			Land	50,000	66,000
	<u>2,80,000</u>	<u>3,18,000</u>		<u>2,80,000</u>	<u>3,18,000</u>

3. Working capital – 60,000
Current ratio – 1.6
Find out current assets and current liabilities.
4. From the following information prepare stores ledger account under FIFO.

Date	Particulars	Quantity	Rate per unit
1.1.2000	Opening	100	6
5th	Purchased	600	7
20th	Issued	400	—
10.2.2000	Purchased	500	8
12th	Issued	200	—

5. Calculate margin of safety from the following information
Sales – 1,00,000
Contribution – 60,000
Fixed cost – 40,000.
6. Explain the elements of cost.
7. What is ratio? State its classifications.
8. What are the importance of capital budgeting?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Find out working capital turn over ratio.

	Rs.
Bank	20,000
Bills receivable	10,000
Debtors	40,000
Stock	25,000
Creditors	40,000
Cost of sales	1,75,000

10. Prepare a production budget for 3 months ending 30.6.2007.

	Estimated sales (Rs.)
April 2007	1,40,000
May 2007	1,60,000
June 2007	1,30,000
July 2007	1,20,000

It is the policy of the company to maintain 50% of the month's sales as opening stock.

INTRODUCTION TO RETAILING

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A – (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Explain the meaning and scope of retailing.
2. Outline the biggest governmental retail chains in India.
3. What are the functions of a retailer?
4. Explain the drivers of retailing in India.
5. Explain the role of technology in retail environment.
6. Briefly discuss the advantages and disadvantages of FDI in retailing.
7. Explain any two theories of retail development.
8. Define dynamism from the perspective of a customer and how it affects retailing.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the role of a retailer, as a marketing intermediary, in a distribution channel.
10. Discuss the benefits of a retailer to the customer, producer and the society.
11. Discuss the limitations and challenges to retail development in India.
12. Describe the process and importance of strategic planning in the context of global retailing.
13. Describe the four types of competitive models.
14. Discuss the main elements of consumer protection Act and MRTP Act.

ANTHROPOLOGY AND DEMOGRAPHY

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

1. Find out the need and importance of study of social Anthropology.
2. What is cultural lag? Examine with examples.
3. Explain the various forms of Exogamy marriage.
4. Describe the theory of social capillarity of Dumont.
5. Bring out the methods of measuring internal migration in India.
6. Portray the effects of rapidly rising population on India's economy.
7. How is social factors responsible for the growing population in India?
8. Elaborate the Indian governments policy to control population growth.

PART B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

9. Discuss the relation between culture and personality with suitable examples.
 10. Elucidate the characteristics of joint family.
 11. Elaborately discuss various revolts by tribes against the British government.
 12. Narrate the factors affecting fertility in a developing country like India.
 13. Expatiate the different methods of population projection and state their limitations.
 14. Give the main elements of National population policy of 2000. Do you think it will solve India's population problem?
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13. Fit a straight line trend by the method of least squares to the following data to predict for the year 2006 :

Year :	1997	1998	1999	2000	2001	2002	2003	2004
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Savings (Rs. in lakhs) :	38	40	65	72	69	60	87	95
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14. Explain the various methods of constructing Index Number.

5162/BS1

MAY 2011

BUSINESS STATISTICS AND MATHEMATICS

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Show that $(5, -3)$, $(4, 4)$, $(-3, 3)$ and $(-2, -4)$ are vertices of a square.

2. Differentiate with respect to x

$$(3x^2 + 4x - 5)^3.$$

3. Evaluate $\int x e^{mx} dx$.

4. If $A = \begin{bmatrix} 2 & 3 \\ -3 & 5 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 2 \\ -2 & 3 \end{bmatrix}$ find AB and BA .

5. Explain uses of statistics in business.
6. Describe the construction of Histogram and Ogive curves.
7. Calculate Geometric mean for the data given below :

$X:$ 10 15 25 40 50

$f:$ 4 6 10 7 3

8. Calculate Standard Deviation from the following data :

$X:$ 6 9 12 15 18

$f:$ 7 12 19 10 2

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Find for what values of x , the following expression is maximum and minimum respectively $2x^3 - 21x^2 + 36x - 20$. Find also the maximum and minimum values.

10. Solve the equation :

$$5x - 6y + 4z = 15$$

$$7x + 4y - 3z = 19$$

$$2x + y + 6z = 46$$

11. Find mean, median and mode :

Class interval : 20–30 30–40 40–50 50–60

Frequency : 4 14 20 51

Class interval : 60–70 70–80

Frequency : 32 17

12. Compute Karl Pearson's Correlation coefficient for the data given below :

$X:$ 77 54 27 52 14 35 90 25 56 60

$Y:$ 35 38 60 40 50 40 35 56 34 42

BUSINESS COMMUNICATION

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain any four barriers to communication and state how they can be overcome.
2. What are the merits and demerits of verbal communication?
3. Write short notes on understanding audience psychology.
4. Bring out the differences between hearing and listening.
5. Enumerate the essentials of making an effective oral presentation.

6. Write a placatory letter to your customer who has complained to you about the rude behaviour of a counter clerk.
7. Discuss the method of preparing office notes and the functions of them.
8. Explain the types of data and the sources of data collection.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Elaborate the various steps involved in communication process.
10. "Actions speak louder than words". Discuss this statement with reference to senior executives in any organisation.
11. Discuss the ten commandments of listening.
12. Discuss the various forms of a business letter and state with reason which one of them is most desirable.

13. What constitutes motivational communication and how can it be made effective?
 14. Explain the features of a good report and the ways in which the quality of a report can be enhanced.
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RETAIL MARKETING MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What are various Marketing Management tasks?
2. What are the objectives of supply chain management system?
3. What are the key characteristics of Indian consumers?
4. How is positioning strategy developed?
5. What are the components of place mix and promotion mix?
6. Explain the purpose of marketing plan.

7. What are various kinds of pricing objectives?
8. What are the advantages of TV as medium of advertising?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the present trend of entertainment retailing in India.
 10. Explain the consumer decision process in detail.
 11. Describe the profile of Indian consumer.
 12. Describe the market segmentation in India.
 13. Describe the retail pricing strategies.
 14. Explain various types of advertising.
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STORE OPERATIONS MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the benefits of convenience stores.
2. Examine the pros and cons of the franchising form of retailing.
3. Describe the expectations of the management from a retail store manager.
4. Highlight the important features of check out operations in store operations management.
5. What are the features of store direct system distribution management?
6. State the need and significance of utilization of personnel in Insurance schemes / programmes.
7. Why space planning is essential for store operations management.
8. Bring out the basic principles followed during the preparation of Balance Sheet.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the objectives, need and importance of item space allocation in store merchandising.
 10. "Managing Customers in stores is a tedious task" – substantiate the statement.
 11. Critically analyse the activities that takes place during pre-opening and post-closing of a store.
 12. Elucidate the essentials of successful visual merchandising.
 13. "Handle Customer complaints is a basis of further growth" – Comment.
 14. Budgetary control has now become an essential tool of the management for controlling various costs" – Discuss.
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ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

1. Why do individuals differ in their behaviour? Explain.
2. Explain the concept of 'Perception'.
3. Describe how various principles of learning might be used in training programme.
4. Explain the ABC model of attitude.
5. Explain the features of various expectancy theory of motivation.
6. Does leadership make any difference to the effectiveness of an organisation? Justify your answer.

7. Explain the barriers that check effective communication.
8. Explain the concept of organizational change..

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

9. Discuss the historical growth of the subject organizational behaviour.
10. Define personality. Critically examine the freudian steps of personality development.
11. Describe the roles of group norms and group cohesiveness in shaping group performance.
12. Describe the advantages and limitations of different forms of communication network.
13. Bring out the positive and negative of organisational culture.
14. What is creativity? Explain the process of creativity.

HUMAN RESOURCE MANAGEMENT IN RETAIL

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Briefly trace the evolution of retail.
2. Explain the imperatives of reporting relationships
3. State the significance of organisational structure.
4. Narrate the approaches to geographic modification.
5. What is the importance of proper designing?
6. How will you reduce employee attrition?

7. Explain the issues involved in managing diversity in Indian retailing.

8. What are the new roles of HRM?

SECTION B — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

Each questions carries 20 marks.

9. Discuss in detail the current trends in retail HRM.

10. Explain the issues involved in performance management and performance appraisal.

11. Explain the criteria for compensation of retail personnel. Discuss the executive compensation plan.

12. What are the sources of recruitment in retail sector? Explain.

13. What are the key issues that retail organisations are facing in today's world?

14. Prepare a retail chain store organisational design. Discuss the various issues.

SUPPLY CHAIN MANAGMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What do you understand by supply chain management? How does it provide competitive advantage to the firm?
2. 'Distribution channels facilitate the flow of products from producers to consumers' critically examine this statement.
3. Describe the benefits of types of forecasts.
4. What are the key performance objectives of an organisation? How are the levels of performance defined?

5. Narrate the advantages of single sourcing over networking.
 6. Define outsourcing. Why do firms outsource? Explain.
 7. What is unitisation? In what ways do master carton stocking patterns influence package design?
 8. How can the performance of a supply chain be measured? What are the risks in supply chain integration?
 13. What are supply chain returns? Discuss the activities and developments in reverse logistics.
 14. Discuss the nature and scope of logistics management.
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SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss the provisions of Balanced score card and IKEA models.
10. How does EDI work? Differentiate between communication standard and information standard for EDI transactions.
11. Define Inventory. Describe its basic functions.
12. Explain the typology of supply chains in detail.

5169/BT3

MAY 2011

RETAIL SELLING AND CUSTOMER SERVICE

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write a note on the origin of retailing in India.
2. Explain the various aspects of strategic control.
3. Discuss the guidelines for using displays.
4. Define publicity state its advantages.
5. Enumerate the factors affecting the relationships in distribution channel.

6. Explain the significance of managing human resources for competitive advantage.
7. Discuss the importance of customer relationship management.
8. Give an account of satisfactory and unsatisfactory customer experience.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. State and explain the features of recruitment process.
10. Explain the concept of store administration and management of the store floor.
11. What is signage? Explain its types point out the characteristics of good retail signage.

12. Explain the various pricing options. Being a food retailer, which option would you like to prefer and why?
13. Being a floor staff, what guidelines would you follow to provide good customer service?
14. Is service recovery different from complaint handling mechanism? How?

RETAIL MERCHANDISE MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A – (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is category management? Why is it needed?
2. Narrate the applications of GMROI.
3. What is Inventory turnover ratio? Explain its importance.
4. How is assortment plan prepared? State the precautions to be observed in preparing assortment plan.
5. Enumerate the factors affecting retail price strategy.
6. State briefly paid impersonal communication.

7. State the points to be borne in mind while analysing the impact of country of origin on the sourcing decisions.
8. Explain the types of brands.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What is communication? Explain its role of retailing.
10. State and explain the ethical and legal issues in merchandise buying.
11. Explain the steps involved in buying and handling process.
12. Discuss the various types of retail pricing.
13. Narrate the nature and scope of merchandise management.
14. State the advantages and disadvantages of Open-to-buy system.