

GOVERNMENT COLLEGE(A)
RAJAHMUNDRY
DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2024-25
B.B.A RETAIL OPERATIONS
MODEL PAPERS

**GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
(w.e.f. 2024-25 Admitted Batch)**

I Year: BBA (Retail Operations), Semester -I

PROGRAMME CODE: 228

COURSE CODE:122801

INTRODUCTION TO RETAIL OPERATIONS

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION-A

Answer any FIVE of the following

5 X 3= 15Marks

1. Meaning of Retailing
2. Importance of store location
3. International retailing
4. Meaning of Supply Chain Management
5. Elements of supply chain
6. Stages of Store operations
7. Practices followed in Retail stores.
8. Safety and Security Practices in Retail.

SECTION – B

Answer ALL questions.

(5 ×7 = 35 Marks)

9. Describe the features of different formats of retail stores and their significance. (Or)
10. Identify and discuss the career prospects in Retail sector
11. Explain international strategies in the marketing field. (Or)
12. Discuss the business models that are chosen in the internationalization of retail.
13. Explain the role of supply chain management system in Retailing. (Or)
14. Explain the Functions of elements of Supply Chain System.
15. Discuss the different categories of product / services that are dealt by Retail Business houses. (Or)
16. Describe the stages of store operations.
17. Discuss the equipment and machineries used in retail stores. (Or)
18. Explain the importance of customer relationships in enhancing the value of the Business.

Blue Print

| Unit | Name of the topic | Theory | Short |
|------|-------------------------|----------|-------|
| | | Essay 7M | 3M |
| I | Introduction to Retail | 2 | 2 |
| II | International Retailing | 2 | 1 |
| III | Retail Store Operations | 2 | 2 |
| IV | Retail Store Logistics | 2 | 1 |
| V | Retail Store Practices | 2 | 2 |

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
(W.e.f. 2024-25 Admitted Batch)
BBA (Retail Operations), Semester -I
PROGRAMME CODE: 228 COURSE CODE: 122802
BUSINESS ORGANIZATION

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

Answer any FIVE of the following

. (5×3 = 15Marks)

1. Classification of Industries
2. Classification of Business Activities.
3. Modern Business
4. Sole Proprietorship
5. Qualities of a Successful Businessman.
6. Size of Business Unit
7. One Person Company
8. Business Combination

SECTION –B

Answer ALL questions.

(5×7 = 35Marks)

9. Difference between Industry & Commerce?

Or

10. Explain the Importance and Objectives of Business.

11. Discuss about Promotion of Business.

Or

12. Write about Considerations in Establishing New Business.

13. what are the advantages and disadvantages of Sole Proprietorship?

Or

14. Explain the Difference between Private and Public Company.

15. Discuss the significance of an optimum business size.

Or

16. Explain how factors like transportation and utilities Influence plant location decisions.

17. Explain Difference between Rationalization and Nationalization

Or

18. What are the Causes, Forms and Kinds of Business Combination?

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
(w.e.f. 2024-25 Admitted Batch)
I Year: BBA (Retail Operations) , Semester -I
FUNDAMENTALS OF COMMERCE

MODEL PAPER

PROGRAMME CODE: 228

COURSE CODE:122803

Time: 2 ½ Hours.

Max Marks: 50

SECTION-A

Answer any FIVE of the following

5 X 3= 15 Marks

1. Industry
2. Classification of trade
3. Domestic trade Vs International trade
4. Foreign exchange rate
5. Economics
6. Demand and Supply
7. Accounting Cycle
8. CBDT

SECTION – B

Answer ALL questions.

5×7 = 35 Marks

1. Define Commerce. Explain the elements in commerce

Or

2. Explain the Role of commerce in economic development

3. What is balance of payments, explain about accounts in balance of payments

Or

4. Define international trade. Explain the importance of international trade and commerce
5. Explain the concepts of National Income

Or

6. Define micro economics and macro economics and write the differences between micro economics and macro economics.

7. Define Accounting. Explain the need for Accounting

Or

8. Explain the concepts and conventions of Accounting

9. Define taxation. What are the types of taxes?

Or

10. Explain the differences between direct and indirect tax.

Blue Print

| Unit | Name of the topic | Theory | |
|------|--------------------------|-----------|----------|
| | | Essay 7 M | Short 3M |
| I | Introduction to commerce | 2 | 2 |
| II | International trade | 2 | 2 |
| III | Economic Theory | 2 | 2 |
| IV | Basics to Accounting | 2 | 1 |
| V | Taxation | 2 | 1 |

GOVERNMENT COLLEGE(A) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
(W.e.f. 2024-25 Admitted Batch)
I Year B.B.A (R.O) - Semester – II
Merchandising and Cashiering and Operations – I
MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

Answer any five questions.

5×3 = 15 Marks

1. POS
2. Handling customers and complaints at the POS
3. Processing of customer orders
4. Conditions of sale for items that the store exchanges
5. How to Resolve customer concerns related to pricing of products
6. Risks in offering credit to customers
7. Documents that can be accepted as proof of age
8. House keeping

SECTION-B

Answer all questions

5 X 7= 35 Marks

9. What are the different types of credit and debit cards that are accepted in the retail stores.
Explain the Process of handling credit and debit card transactions.

(Or)

10. Explain Cash point security procedures. What are the problems that can occur in cash point operations and transactions.

11. Briefly explain how to Identify and resolve the problems that occur while processing customer orders

(Or)

12. Explain the Process of checking ownership of the items produced for part exchange and also explain the consequences of not checking the ownership of the items.

13. Explain Procedures for processing cash and credit transactions (Or)

14. Explain the process of checking customer accounts effectively to identify overdue payments and customer credit limits.

15. Explain the steps involved in processing returns of goods. (Or)

16. Write the Policies and procedures to be followed while selling age restricted products.
What is the impact of selling age restricted products to under-aged customer.

17. Explain the safety practices followed in the store to avoid accidents.

(Or)

18. Explain the procedures for dealing with emergencies.

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

Answer any five questions.

5×3 = 15 Marks

1. Wealth definition of Economics
2. Definition of Managerial Economics
3. Demand function
4. Demand Forecasting
5. Cobb-Douglas production function
6. BEP
7. Average revenue and Marginal revenue
8. Price

SECTION-B

Answer all questions

5 X 7= 35 Marks

9. Explain the nature and scope of Managerial economics (Or)
10. Write the differences between Economics and Managerial Economics
11. Explain the law of Demand (Or)
12. Explain the degrees of price elasticity of demand
13. Explain the theory of diminishing returns (Or)
14. Explain the law of returns to scale
15. Define cost. Explain various cost concepts with examples (Or)
16. Explain the advantages and limitations of Break-even analysis
17. Define Market. Classify markets
18. Write the determination of equilibrium price and output under monopoly.

Blue Print

| Unit | Name of the topic | Theory | |
|------|--|-----------|----------|
| | | Essay 10M | Short 2M |
| I | Introduction | 2 | 2 |
| II | Demand Analysis | 2 | 2 |
| III | Production Analysis | 2 | 1 |
| IV | Cost, Revenue Analysis & BEP and Profit planning | 2 | 2 |
| V | Market structures and pricing | 2 | 1 |
| | Total | 10 | 8 |

GOVERNMENT COLLEGE(A) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
(W.e.f. 2024-25 Admitted Batch)
I Year B.B.A (R.O) - Semester – II
BASICS OF BUSINESS MANAGEMENT

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

Answer any five questions.

5×3 = 15 Marks

1. Scientific Management
2. Levels of Management
3. Process of planning
4. Nature of planning
5. Span of Management
6. Qualities of a leader
7. Directing
8. Techniques of controlling

SECTION-B

Answer all questions

5 X 7= 35 Marks

9. Briefly explain Henry Fayol’s principles of Management
(Or)
10. Explain the functions of Management
11. Explain different types of plans
(Or)
12. Explain the process of decision making
13. Explain the principles of organizing
(Or)
14. Explain various types of organization structures
15. Explain Maslow’s hierarchy of needs theory.
(Or)
16. Explain various leadership styles
17. What is Controlling? Explain the process of Controlling
(Or)
18. What is Co-ordination. Write the importance of coordination.

Blue Print

| Unit | Name of the topic | Theory | |
|------|------------------------------|-----------|----------|
| | | Essay 10M | Short 2M |
| I | Management | 2 | 2 |
| II | Planning | 2 | 2 |
| III | Organizing | 2 | 1 |
| IV | Directing | 2 | 2 |
| V | Coordination and controlling | 2 | 1 |
| | Total | 10 | 8 |

GOVERNMENT COLLEGE(A) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
(W.e.f. 2024-25 Admitted Batch)
I Year B.B.A (R.O) - Semester – II
Retail Business Environment
MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

Answer any five questions.

5×3 = 15 Marks

1. SWOT
2. Nature of Business Environment
3. FDI
4. Unorganized retail
5. Direct sales
6. Marketing mix
7. Selling Vs Marketing
8. Consumer behaviour

SECTION-B

Answer all questions

5 X 7= 35 Marks

9. Explain the environmental factors affecting business decisions
(Or)
10. Briefly explain Retail marketing environment in India.
11. Explain the factors leading to growth of retail in India.
(Or)
12. Explain the impact of FDI on Indian retail sector
13. Explain the Features of B2B and B2C business models in Retail sector with examples
(Or)
14. Write an essay on E-retailing
15. Define marketing. write the importance of marketing
(Or)
16. Briefly explain the concepts of marketing.
17. Explain functions of Marketing and sales in retail organizations
(Or)
18. Explain (A). Market segmentation (B) Market targeting

Blue Print

| Unit | Name of the topic | Theory | |
|------|---|-----------|----------|
| | | Essay 10M | Short 2M |
| I | Introduction to Business Environment | 2 | 2 |
| II | Retail sector in India | 2 | 2 |
| III | Sub sectors in Retail | 2 | 1 |
| IV | Retail Sales & Marketing-I | 2 | 2 |
| V | Retail Sales & Marketing-I | 2 | 1 |
| | Total | 10 | 8 |

Unit-V Communication models and styles

Interpersonal Communication – Intrapersonal Communication – Communication

Models: Exchange Theory – Johari Window – Transactional Analysis, Communication Styles.

Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
2. Business Communication, Raman – Prakash, Oxford
3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade II Year
BBA (RO) SEMESTER-III BUSINESS
COMMUNICATION SKILLS
(w.e.f 2023-24 admitted batch)

Maximum Marks: 50

Time: 2 1/2 Hrs

Section- A

I. Answer any 5 of the following Questions (5×3=15 M)

1. Barriers to communication.
2. Critical thinking.
3. Personal presentation and grooming etiquettes.
4. Quotations.
5. Raising complaints.
6. Business reports.
7. Delivering business presentations.
8. Exchange theory.

Section – B

II. Answers all of the following Questions (5×7=35 M)

1. a) What is effective communication? Discuss the principles of effective communication.

OR

- b) Describe the meaning and elements of effective verbal communication.

2. a) Outline the features and benefits of professional skills.

OR

b) Summarise the significance of communication skills in personal and professional life.

3. a) Articulate the methods to practice business communication skills at workplace.

OR

b) Examine the different types of communication letters to various stakeholders.

4. a) What are the key steps involved in planning and conducting an effective meeting?

OR

b) What are the essential tips for delivering an effective business presentation?

5. a) What are the different types of communication styles, and how can they affect interactions?

OR

b) What is the Johari Window, and how can it be used to improve self- awareness and communication?

Blue Print

| Unit | Name of the topic | Theory | |
|-------------|--|------------------|-----------------|
| | | Essay 7 M | Short 3M |
| I | Effective Communication | 2 | 1 |
| II | Professional Skills | 2 | 2 |
| III | Introduction to Business Communication Skills | 2 | 2 |
| IV | Meetings & Report Writing | 2 | 2 |
| V | Communication models and styles | 2 | 1 |

Unit-4 Employability skills

Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment, Knowledge and Skills required for a retail employee, Qualities of a good employee.

Unit-5- Entrepreneurship: Entrepreneurship – Entrepreneur- Qualities of Entrepreneurs - Preparing to be an entrepreneur- role of entrepreneurship in economic development- Start-ups.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
8. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A” Grade) II
BBA (Retail Operations), SEMESTER- III
Model Question Paper ((From
Admitted Batch 2023-24)
MERCHANDISING AND CASHIERING OPERATIONS-II**

TIME:2.1/2 hrs.

Max Marks: 50

SECTION-A

Answer any FIVE questions.

(5 x3 = 15 Marks)

1. Visual merchandising
2. Design brief
3. Establishing positive image in the minds of customers
4. Required etiquette of the retail workplace
5. Money matters in retail job
6. Digital Literacy for employees
7. Startups.
8. Entrepreneurship.

SECTION - B

Answer ALL questions.

(5 x7= 35 Marks)

9. (a) Explain the principles to set up visual merchandising displays.
(OR)
(b) Explain about health and safety measures to be followed in visual merchandising displays.
- 10.(a) Explain the Importance of creating a positive image in the minds of the customers
(OR)
(b) Explain the Need to communicate accurate information to the customers.
- 11.(a) Explain the importance of information, instructions and documentation in retail workplace
(OR)
(b) Explain the Importance of working effectively in the team.
- 12.(a) Explain about Knowledge and Skills required for a retail employee.
(OR)
(b) Explain how to prepare for employment.
- 13.(a) Explain the qualities of an entrepreneur.
(OR)
(b) Explain the role of entrepreneurship in economic development.

| Unit | Essays | Shorts |
|---------------------------------------|---------------|---------------|
| Introduction | 2 | 2 |
| Supply chain Management and logistics | 2 | 1 |
| Key supply chain business process | 2 | 1 |
| Purchasing and supplier management | 2 | 2 |
| IT in supply chain management | 2 | 2 |

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A” Grade) II
BBA (Retail Operations), SEMESTER- III
Model Question Paper
(From Admitted Batch 2023-24)
PROGRAMME CODE: 228 COURSE CODE:322803
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

TIME:2.1/2 hrs.

Max Marks: 50

SECTION-A

Answer any FIVE questions.

(5 x3 = 15 Marks)

1. Integrated Logistics Management
2. International Supply Chains.
3. Supply chain drivers.
4. Distribution and Planning Strategy
5. Warehousing and operational Management.
6. Global Sourcing.
7. SCM Relationships.
8. SCM Network design.

SECTION - B

Answer ALL questions.

(5 x7= 35 Marks)

9. (a) Explain the functions and Importance of Integrated logistics.
(OR)
(b) Describe the New Manufacturing and Distribution Practices.
- 10.(a) Explain the types of supply chains.
(OR)
(b) Examine the Importance of SCM Building blocks.
- 11.(a) Discuss the Key Supply Chain Business Processes in managing the material flow and distribution. (OR)
(b) Briefly explain the concepts of Transportation Management and Inventory Management.
- 12.(a) Evaluate the Process of sourcing and Supplies Management.
(OR)
(b) Distinguish between Supplier Relationship Management and Supplier Quality Management.
- 13.(a) Examine the role of Third Party Logistics and Fourth Party Logistics in Supply Chain Management. (OR)
(b) Write about IT enabled SCM and future of SCM.

| Unit | Essays | Shorts |
|---------------------------------------|---------------|---------------|
| Introduction | 2 | 2 |
| Supply chain Management and logistics | 2 | 2 |
| Key supply chain business process | 2 | 1 |
| Purchasing and supplier management | 2 | 1 |
| IT in supply chain management | 2 | 2 |

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+”Grade)
II Year BBA (RO) ,Semester –III
PROGRAMMECODE:228 COURSECODE:322804
SALES MANAGEMENT

MODEL PAPER

Time: 2½Hours.

MaxMarks:50

SECTION–A

Answer any **FIVE** of the following

5X3= 15 Marks

1. Qualities of sales executive
2. Sales manager
3. Importance of planning
4. Retail mathematics
5. Category management
6. Alternative products
7. Up selling and cross selling
8. Post sales service

SECTION-B

Answer ALL questions.

5×7= 35

Marks

9. Define sales management. Explain its scope and importance.

Or

10. Discuss the role and skills of a sales manager.

11. Explain the significance of goal setting to achieve sales objectives

Or

12. Describe the elements of buying operations.

13. Describe the rudiments of retail department management.

Or

14. Explain the process of retail sales?

15. Explain how to demonstrate products & Specialist products?

Or

16. Explain the alternative products & handling objections

17. Explain the characteristics of personalized sales?

Or

18. Explain the process of sales on credit?

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade)

II Year BBA –(RETAIL OPERATIONS) semester-III

(w.e.f.2023-24 Admitted Batch)

PROGRAMME CODE: 228

COURSE CODE:322805

CUSTOMER RELATIONSHIP MANAGEMENT

Time: 2 ½ Hours

Maximum marks:50

I. Answer any 5 of the following Questions

(5×3=15M)

1. Meaning of CRM
2. Buying Behavior
3. Components of CRM
4. Role of CRM in Marketing
5. Types of Customers
6. Complaint Handling in CRM
7. Meaning of Customer Service
8. CRM Planning

Section (B)

II. Answer the following Questions

(5×7=35M)

9. Explain the Customer Touch Points at the Stores

(OR)

10. Explain the benefits of CRM and its Implication on Business

11. Explain the Principles of CRM

(OR)

12. Discuss about Strategies of CRM

13. Explain the Significance of Team work in Meeting the Expectations of Customers

(OR)

14. Explain the CRM Systems and their Uses

15. Discuss about how to handle Customer Service Concerns

(OR)

16. Explain decision making processes in addressing customer service problems

17. Explain Information Technology Tools in CRM

(OR)

18. Briefly discuss about Challenges of CRM Implementation

BLUE PRINT

| Unit | Name of the topic | Theory | |
|------|--------------------------------|--------|-------|
| | | Essay | Short |
| | | 7M | 3M |
| I | Introduction to CRM | 2 | 2 |
| II | Compenents of CRM | 2 | 2 |
| III | Elements of CRM | 2 | 2 |
| IV | Customer Services | 2 | 1 |
| V | CRM planing and Implementation | 2 | 1 |

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade
II Year BBA (RO) SEMESTER-IV
(with effect from 2023-24 admitted batch)
PROGRAMME CODE: 228 COURSE CODE: 422801
ENTERPRISE RESOURCE PLANNING
MODEL QUESTION PAPER

Maximum marks : 50

Time: 2 1/2 Hrs

Section – A

I. Answer any 5 of the following Questions (5×3=15 M)

1. Utilities of ERP. BTL-1, CLO-1
2. Features of ERP. BTL-4, CLO-1
3. Strategies for overcoming challenges in ERP Deployment . BTL-3, CLO-2
4. Need for ERP Solutions
5. Significance of BPR . BTL-3, CLO-3
6. Advancements in ERP systems in retail industry. BTL-1, CLO-4
7. Key Functions of POS Software. BTL-2, CLO-4
8. Key Features of CRM Software. BTL-3, CLO-5

Section – B

II. Answers all of the following Questions (5×7=35 M)

1. a) Define ERP and Explain the Purpose and Significance of ERP. BTL-3, CLO-1
Or
b) Explain the Evolution of Enterprise Resource Planning (ERP). BTL-2 ,CLO1
2. a) Explain the various Steps in Planning and Designing an ERP System. BTL3, CLO-2
Or
b) Discuss about Case Studies on ERP Implementation in Retail Industry. BTL3, CLO-2
3. a) Explain the Characteristics and Applications of ERP Software Solutions in Retail. BTL-1, CLO-3
Or
b) Define BPM System and Explain Elements of BPM Lifecycle. BTL3, CLO-3
4. a) Explain Functional modules used in various functions and departments of retail Organizations. BTL-4, CLO-4
Or
b) Explain Emerging trends in ERP systems in retail. BTL-3, CLO-4
5. a) Explain Software skills and related skills required to carry out for accounting and Administrative functions in retail. BTL-1, CLO-5
Or
b) Overview of computer applications: MS Office, internet, and email. BTL2, CLO5

GOVERNMENT COLLEGE(AUTONOMOUS), RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A⁺" Grade)

II Year: BBA(Retail Operations), Semester-IV

(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228 COURSE CODE: 422802

FMCG/FMCD SALES AND DISTRIBUTION

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION-A

Answer any five of the following

5x3=15 M

1. Customer
2. Supply chain system
3. Stake holders
4. FMCG distribution system
5. Merchandising
6. Order booking
7. Negotiation with retailers
8. Objection handling

SECTION-B

Answer the following questions

5x7=35M

9. Define FMCG. Explain the characteristics of FMCG

Or

10. Explain current trends in FMCG

11. Explain the product categories in FMCG/ FMCD?

Or

12. Explain supply chain system in FMCG/FMCD Manufacturer, Transportation system, Storage, Distribution?

13. Explain the roles & responsibilities of stake holders in FMCG distribution system?

Or

14. Explain the importance and best practices followed in distributor and retailer relationship management

15. Describe the roles and responsibilities of a distributor sales person?

Or

16. Explain the importance of data analysis and planning in sales?

17. Explain the process of carrying out effective sales calls?

Or

18. Explain the best practices followed in managing distribution team

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMA HENDRAVARAM

(Re-Accredited by NAAC with "A" Grade)

II Year BBA (RO), Semester -IV

(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228 COURSE CODE: 422803

NON-STORE RETAILING

Time : 2 1/2 hrs.

Max Marks: 50

I Answer any five of the following.

5X3=15

1. Non store Retailing
2. Types of Non store retailing
3. E – Retailing
4. Advantages of E-commerce
5. Importance of Stake holders management
6. customer Services
7. E-Retail Management
8. E- commerce platform

II Answer any seven of the following.

5X7=35

1. Advantages and limitations of non Store retailing?

(Or)

2. Difference between Store based and non store retailing?

3. Meaning Of E- Relating? Significance of E-commerce?

(Or)

4. Explain the growth prospects in E-Relating?

5. Explain the sales and marketing products in E- Relating?

(Or)

6. importance of Technology platform in E- Relating?

7. Significance of identifying competitions and gathering Market information to enhance business performance?

(Or)

8. Explain the components of product catalogue on the E-com website?

9. Explain the seller acquisitions process for E-com platform?

(Or)

10 Basic of category management on E- Retailing platforms?

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
II Year: BBA (Retail Operations) , Semester -IV
(with effect from 2023-24 admitted batch)
PROGRAMME CODE: 228 COURSE CODE: 422804
Store Operations Management

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

I. Answer any FIVE of the following

5 X 3= 15 Marks

1. Inventory management
2. Profit margins
3. Visual merchandising
4. Labeling
5. Organizational procedures
6. Product management
7. Display goods
8. Sales target

SECTION-B

I. Answer ALL questions.

(5×7 = 35 Marks)

1. Explain the Valuation of Inventory (FIFO, WAM)?
(OR)
2. Explain process of stock management on the sales floor ?
3. Elements of creating an attractive product display?
(OR)
4. Explain legal requirements for labeling the product on the shelf?
5. Role of Visual merchandising displays in marketing ?
(OR)
6. Explain the role of light, colour, texture, shape, and dimension in VM ?
7. Importance of vendor and supplier relationship management?
(OR)
8. Discuss legal requirements for displaying descriptions and prices of goods.
9. Explain the different types of display in achieving sales targets.
(OR)
10. Briefly Explain the procedure relating to displaying goods?

Blue Print

| Unit | Name of the topic | Theory | |
|------|------------------------------------|--------------|-------------|
| | | Essay 10M | Short 2M |
| I | Inventory Management | 2 | 2 |
| II | Product Display -I | 2 | 1 |
| III | Product Display -II | 2 | 1 |
| IV | Sales Floor Product Management-I | 2 | 2 |
| V | Sales Floor Product Management- II | 2 | 2 |

GOVERNMENT COLLEGE (A), RAJAMEHENDRAVARAM

(Re –Accredited by NAAC with “A+”Grade)

II Year B.B.A (R.O)- Semester –IV

(with effect from 2023-24 admitted batch)

PROGRAMME CODE: 228 COURSE CODE: 422805

FUNDAMENTALS OF FINANCIAL & COST ACCOUNTING

MODEL PAPER

Time:2½Hours.

Max Marks: 50

SECTION-A

Answer any FIVE of the following

5 X 3= 15 Marks

- 1 .Objectives of Accounting
- 2.Branches of Accounting
3. Book keeping Vs Accounting
4. Journal
5. Adjustment entry
6. Final Accounts in Retail
7. . Stock reserve
8. Cost allocation

SECTION – B

Answer ALL questions.

5×7= 35 Marks

1. (a)Define Accounting. Explain the advantages and limitations of accounting **Or**
(b)Explain the concepts and conventions of accounting.
2. (a)Explain classification of accounts and golden rules of accounting. **Or**
(b)Explain the preparation of Trial balance
3. (a)Define Trading account and Profit and loss Account .Explain the need for preparation of Trading account and Profit and loss Account. **Or**
(b)Define Balance sheet. Explain the need for preparation of Balance sheet.
- 4.(a)Explain the impact of Mark up and Mark Down financial accounting and profits **Or**
(b)Explain about departmental accounts and role of accounting.
- 5.(a) Define Cost. Classify costs on different basis. **Or**
(b)Explain the role of cost accountancy in retail store operations.

| Unit | Name of the topic | Essay | Short |
|------|--------------------------------------|-------|-------|
| | | 7M | 3M |
| I | Introduction to Financial Accounting | 2 | 2 |
| II | Book keeping and Accounting | 2 | 2 |
| III | Final Accounts | 2 | 2 |
| IV | Accounting practices | 2 | 1 |
| V | Cost accounting | 2 | 1 |

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMA HENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(w.e.f. 2022-23 Admitted Batch)
II Year: BBA (Retail Operations), Semester-IV
PROGRAMME CODE: 228 COURSE CODE: 422806
TEAM MANAGEMENT
MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION-A

Answer any five of the following

5x3=15 M

1. Team's Purpose, Aims, and Targets
2. Company's Policies and Procedures
3. Leading change & innovation
4. problem solving process
5. Importance of planning and selecting a team
6. Interviewing skills
7. SMART goals
8. Prevention of Conflicts

SECTION-B

Answer the following questions

5x7=35M

9. Explain team management. Explain the roles and responsibilities of team leader.

Or

10. Discuss the importance of maintaining team morale.

11. Define leadership. Explain the basic principles of leadership.

Or

12. Explain decision making. Discuss the types of decision making relating to leadership styles.

13. Discuss the elements of work planning

Or

14. Explain implementation. Explain the significance of business ethics and values

15. Explain the principles of effective communication

Or

16. Discuss the measures for performance improvement.

17. Explain conflict management. Explain the causes of conflicts between individuals.

Or

18. What are the Responsibilities of a Team Leader in reference to Conflict management?

**GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
(w.e.f. 2022-23 Admitted Batch)**

III Year: BBA (Retail Operations), Semester -V

PROGRAMME CODE: 228

COURSE CODE: BBARO501

**TEAM MANAGEMENT – I
MODEL QUESTION PAPER**

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

• . Answer the following questions

4x10=4M

1.Explain the Roles and responsibilities of a team leader.

Or

2.Explain the importance of following the company’s policies and procedures?

3.Define leadership. Explain the styles of leadership

Or

4.What is virtual leadership. Explain virtual leadership practices.

5.Explain the Elements of work planning, prioritizing, and scheduling.

Or

6.Explain the significance of business ethics and values

7.Explain the importance of involving team members in achievement of store team objectives.

Or

8.Explain the Principles of effective communication and their application in managing a team

SECTION-B

• . Answer any five of the following

5x2=10 M

1. Importance of sharing work fairly with team members

2. Importance of maintaining team morale

3. Principles of leadership

4.Leadership qualities

5.High performance team.

6.Goal setting

7. Co-relation between personal work objectives and team objectives.

8.Knowledge required to achieve the team’s purpose.

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(w.e.f. 2022-23 Admitted Batch)
III BBA (RO) , Semester –V

PROGRAMME CODE: 228

COURSE CODE: BBARO-502

Operations Research
MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

I Answer ALL questions.

(4x10=40M)

1. Calculation Median from following data. Case of unequal class intervals

| | | | | | | |
|-----|-----|------|-------|-------|-------|-------|
| C-I | 4-8 | 8-20 | 20-28 | 28-40 | 40-60 | 60-72 |
| F | 7 | 12 | 42 | 56 | 39 | 22 |

(or)

2. What is data collection? Explain about Primary data and secondary data?

3. Explain the uses and limitations of correlation?

(or)

4. Explain the application of regression analysis in retail store business?

5. Explain the Uses and limitations of transportation

(or)

6. Explain the Significance of assignment in retail store operation management

7. Explain the methods of sampling ?

(or)

8. Explain the Uses and limitations of probability?

SECTION – B

II . Answer any FIVE of the following.

(5x2=10M)

9. Uses of Mean

10. Secondary data

11. Regression lines

12. Concept of co-relation

13. Limitations of Transportation

14. Assignment

15. Characteristics of probability

16. Sampling in retail business

GOVERNMENT COLLEGE (A), RAJAMEHENDRAVARAM

(Re –Accredited by NAAC with “A+”Grade)

(W.e.f. 2023 Admitted Batch)

II Year B.B.A (R.O)- Semester –VI

PROGRAMME CODE: 228

COURSE CODE: BBARO 601

TEAM MANAGEMENT-2

MODELPAPER

Time:2½Hours.

Max Marks:50

SECTION – A

I. Answer ALL questions.

4×10 = 40 Marks

1. Define conflict. What are the causes of conflicts between individuals and team members.

(OR)

2. What the methods and techniques to manage the conflicts within the team.

3. Define performance review. Explain the process of conducting a performance review.

(OR)

4. Explain the importance and benefits of feedback and coaching.

5. Define negotiation skills. Explain the significance of negotiation skills.

(OR)

6. Discuss the process of handling business communication mediums effectively.

7. What is decision making? Explain the types and importance of decision making.

(OR)

8. Explain the decision making process to solve problems.

SECTION-B

II. Answer any FIVE of the following

5 X 2= 10 Marks

9. Effects of conflicts on individuals and teams.

10. Importance of Conflict Management.

11. Significance of keeping skills and knowledge up to date.

12. Discuss about Training and platform skills.

13. Stake holders and customers.

14. Application of Negotiation skills in management of team.

15. Leadership styles of decision making.

16. Problem solving process.

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A+” Grade)
(w.e.f. 2022 -23 Admitted Batch)
III Year: BBA (Retail Operations) , Semester -VI
Program Code: 228 **Course Code: BBARO-602**
Store Operations Management

MODEL PAPER

Time: 2 ½ Hours.

Max Marks: 50

SECTION – A

II. Answer ALL questions.

(4×10 = 40 Marks)

1. Explain the Valuation of Inventory (FIFO, WAM)?
(OR)
2. Explain process of stock management on the sales floor ?
3. Role of Visual merchandising displays in marketing ?
(OR)
4. Explain the role of light, colour, texture, shape, and dimension in VM ?
5. Importance of vendor and supplier relationship management?
(OR)
6. Discuss legal requirements for displaying descriptions and prices of goods.
7. Explain the different types of display in achieving sales targets.
(OR)
8. Briefly Explain the procedure relating to displaying goods?

SECTION-B

III. Answer any FIVE of the following

5 X 2= 10 Marks

9. Inventory management
10. Profit margins
11. Visual merchandising
12. Labeling
13. Organizational procedures
14. Product management
15. Display goods
16. Sales target

Blue Print

| Unit | Name of the topic | Theory | |
|------|------------------------------------|--------------|-------------|
| | | Essay 10M | Short 2M |
| I | Inventory Management | 2 | 2 |
| II | Product Display | 2 | 2 |
| III | Sales Floor Product Management-I | 2 | 2 |
| IV | Sales Floor Product Management- II | 2 | 2 |