

**Bachelor of Business Administration
(BBA) in Retailing**

**ASSIGNMENTS
2024**

[Valid from 1st January 2024 to 31st December 2024]

Fourth Semester



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2024

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BRL-109** and **BRL-110**.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2024 Term End Examination they have to submit latest by in 15 March 2024.
2. Those students who are appearing in December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-109
Course Title	:	CUSTOMER VALUE MANAGEMENT
Assignment Code	:	BRL-109/TMA/2024
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. How would you identify and segment customers based on their value to the business? Can you provide examples of criteria you would use for segmenting customers in a CVM strategy? **(10)**
2. Why is customer retention cost effective? Give instances from your experience. **(10)**
3. Define product life cycle critical element? Why customer need is important to be linked to product life cycle? **(10)**
4. Does the concept of holistic shopping experience really apply in the practical retails industry? Site an example of how this concept can be used by retailers to generate new customers. **(10)**
5. What is the role of cost control in retail differentiation strategy? Also explain, why retailers require differentiating strategies to build CVM. **(10)**
6. Explain the customer value generation process and the role of appropriate customer feedback in the customer value generation process. **(10)**
7. What is RFID? Explain the role of RFID in creating customer value? How is it different from bar code? **(10)**

(B) Essay Type Questions

8. Design a strategy to improve service quality in a hotel chain. Consider aspects such as employee training, customer feedback mechanisms, and technology integration to enhance the overall guest experience. **(15)**
9. Develop a plan for integrating AI-driven chat bots into your e-commerce platform to enhance customer support. Outline key implementation steps, addressing potential challenges and ensuring a seamless customer experience. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-110
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL-110/TMA/2024
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is information technology? What are its applications? (10)
2. Explain various functions of Merchandise Management System? (10)
3. Explain the different types of purchase orders. Also define the functions of MMS related to purchase order. (10)
4. Distinguish between the following: (4×5)
 - a) Barcode Scanner and RFID
 - b) Institutional Sign and Informational Sign
 - c) Interior Display and Window Display
 - d) CRM and Social CRM
5. Write short notes on the following: (4×5)
 - a) Data Polling
 - b) Security Logs
 - c) KPI and Compliance Visibility
 - d) Integrated Marketing Campaign Management
6. Briefly comment on the following: (4×5)
 - a) “Networks and telecommunications are the important components of information systems”.
 - b) The person who chooses the POS software must have an intimate knowledge of the inner working of the business.
 - c) Due to global supply chain, the food products available on supermarket shelves may have travelled hundreds of kilometers before reaching the store.
 - d) “Business Intelligence (BI) is a tool to fulfill promises to customers”.
7. Discuss the benefits and considerations of implementing a CRM system. (10)

(B) Essay Type Questions

8. What are the areas of big data analytics in retail? Explain any two with their respective KPIs. (15)
9. What is meant by online retailing? Discuss the advantages and shortcomings of e-retailing. (15)