

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

**ASSIGNMENTS  
2023-24**

**[Valid from 1st July, 2023 to 30th June, 2024]**

**First Semester**



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

## **Tutor Marked Assignment (TMA)**

### **ASSIGNMENTS – 2023-24**

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- 101, BRL-102, BRL-103, BRL-104, BCOE-141 and BEGAE-182** together.

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 2023 exams. They should download the new assignment and submit the same latest by 15 October 2023.

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

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL–101</b>
<b>Course Title</b>	<b>:</b>	<b>Overview of Retailing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL–101/TMA/2023-24</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

### **(A) Short Type Questions**

1. What do you understand by the term Retailing? Briefly explain the recent evolving trends in Indian and global retailing. **(10)**
2. Why is it essential to understand consumer behaviour? Explain the factors that influence the consumer behaviour in retailing with examples. **(10)**
3. Distinguish between modern retail formats from traditional retail formats with suitable examples. **(10)**
4. What do you understand by sourcing? Describe steps would you intend to adopt in identifying suppliers in a retail unit? **(10)**
5. Why do you think visual merchandising is necessary in the design of a store? Suggest components to be displayed in a particular retailing unit with examples. **(10)**
6. What are the different pricing techniques? Discuss the different pricing techniques followed in supermarket, discount store and hypermarkets. **(10)**
7. Explain what you do mean by GST? Do you think it benefits the retail industry? **(10)**

### **(B) Essay Type Questions**

8.
  - a) Briefly outline the applications of technology in retail industry. **(8+7)**
  - b) Explain the factors influencing technology selection.
9.
  - a) What do you mean by business ethics. Describe the broad areas of business ethics? **(8+7)**
  - b) Explain the ethical dimensions of retailing. What are the benefits of managing ethics in business.

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-102</b>
<b>Course Title</b>	<b>:</b>	<b>Introduction to Retail Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-102/TMA/2023-24</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What are the types of decision-making processes? Explain with an example. (10)
2. What are the steps in individual selling? How are they different from the B2B selling? (10)
3. Explain the growing importance of retailing. (10)
4. Define personal selling. Explain the various types of personal selling. (10)
5. What is sales promotion? Explain main objectives of sales promotion with examples. (10)
6. Explain the different fundamentals and needs of advertising in retail? (10)
7. Explain the different types of retail promotion with examples. (10)

**(B) Essay Type Questions**

8. What are the emerging trends in retail marketing? Elaborate with examples. (15)
9. Explain different types of pricing strategy practiced by retailers? (15)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	<b>BRL-103</b>
Course Title	:	<b>Store Operations- I</b>
Assignment Code	:	<b>BRL-103/TMA/2023-24</b>
Coverage	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(B) Short Type Questions**

1.    **a)** How retail store operation is going to be one of the significant platform for integrated planning. **(5+5)**  
      **b)** Discuss different types of Retail Customers.
  
2.    **a)** What is Psychographic Customer Segmentation? **(5+5)**  
      **b)** Briefly discuss Manpower Planning.
  
3.    **a)** What are the advantages and disadvantages of having a centralized ware house? **(5+5)**  
      **b)** Explain the concept of “Space Mix”.
  
4.    **a)** What do you mean by System Frauds? Explain. **(5+5)**  
      **b)** What is the difference between asset and merchandise in retail business.
  
5.    **a)** How do you discriminate between conventional and contemporary retail formats? **(5+5)**  
      **b)** Specify the SOPs application in retail.
  
6.    **a)** What do you mean by Average Transaction Size **(5+5)**  
      **b)** Explain the importance of Product-Customer Matrix.
  
7.    **a)** How ecommerce has changed the buying habits of the customer? **(5+5)**  
      **b)** Highlight store supervisor key multitasking points. Is multitasking good or bad?

**(B) Essay Type Questions**

8. How offline and online store can be integrated? Also discuss the benefit of integration. **(15)**
  
9. Define space planning concept and its objective. What process one must follow for well-defined space planning concept? **(15)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-104</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Management Perspectives and Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-104/TMA/2023-24</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What are the functions of management? Explain with illustrations. **(10)**
2. Explain the planning process. **(10)**
3. Explain the decision making process. And what are the various phases of decision making? **(10)**
4. Explain the different leadership styles. And what are the leader traits? **(10)**
5. Explain accounting concepts and conventions. **(10)**
6. Explain the customer communication best practices. **(10)**
7. Explain physical aspects of the store. **(10)**

**(B) Essay Type Questions**

8. What is centralization and decentralization in retail organization? Which is the most preferred one in the changing environment? **(15)**
9. What is communication? Explain the different medium of communications and various types of communication. **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2023-24</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

- 1) Explain the importance of branding in marketing of goods and services. (10)
- 2) Explain the term marketing with suitable examples. Discuss the elements of marketing mix and their role in strategy development. (10)
- 3) Write the consumer buying decision process in detail. Quote examples where required. (10)
- 4) Discuss various channels that are used in physical distribution of goods. Also explain the factors influencing choice of channel. (10)
- 5) Discuss in detail the various stages of product life cycle. (10)

### Section – B

- 6) Explain in brief various types of marketing environment. (6)
- 7) Discuss the role of internet in consumer goods marketing. (6)
- 8) Explain the importance of pricing in the marketing mix. (6)
- 9) Explain the basic assumptions in Maslow's hierarchy of needs. (6)
- 10) Prepare a marketing plan for a company producing a premium car. (6)

### Section – C

- 11) **Write short notes on:** (10)
  - a) STP as a strategic marketing framework.
  - b) Market segmentation
- 12) **Distinguish between the following:** (10)
  - a) Broker and commission agent
  - b) Advertising and sales promotion

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BEGAE-182</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>English Communication Skills</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BEGAE-182/TMA/2023-24</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

- 1) What do you understand by the term ‘non-verbal communication’? What are its advantages? (10)
- 2) Write a short note on Macro functions of communication. (10)
- 3) How do you differentiate between Group Discussions at Interviews and Group Discussions in General? (10)
- 4) What are “homonyms” and “homophones”? Explain with suitable examples. (10)
- 5) What are some of the meeting etiquettes which one must follow while attending a meeting? Also suggest ways to end a meeting. (10)
- 6) A construction company is planning to cut down several trees in your locality to build 10 new flats. As the President of your Residential Association write a formal letter to the editor of your local newspaper highlighting this issue. (10)
- 7) You are attending an international Conference in your city. You have just met a 10 participant from the U.S.A. Write a dialogue in 10 turns where both of you get introduced to each other and discuss your expectations from the conference. (10)
- 8) Write an essay on Barriers to communication. (10)
- 9) A group of five students have been given the topic “Environment Pollution and ways to curb it” for group discussion. Attempt a group discussion for a set of three students. (10)
- 10) You have been invited to speak in a webinar for high school students on the topic: 10 “Contribution of Youth in Nation building” Write your speech in around 300 words. (10)