

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

**ASSIGNMENTS
2025**

[Valid from 1st January 2025 to 31st December 2025]

Second Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2025

Dear Students,

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

We are sending the assignment for **BRL-104**.

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 2025 Term End Examination they have to submit latest by in 15 March 2025.
2. Those students who are appearing in December 2025 exams. They should download the new assignment and submit the same latest by 15 October 2025.

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

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-104
Course Title	:	RETAIL MANAGEMENT PERSPECTIVES AND COMMUNICATION
Assignment Code	:	BRL-104/TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain Henry Fayol's principles of management. **(10)**
2. Explain the planning process. **(10)**
3. What is the decision-making process and what are the various phases of decision making? **(10)**
4. Explain the communication process and the effects of noise. **(10)**
5. Discuss the types of listening. **(10)**
6. How do you improve cross cultural communication? **(10)**
7. What are the determinants of employee behaviour at service encounters? **(10)**

(B) Essay Type Questions

8. Discuss the types of Non-Verbal Communication? **(15)**
9. Discuss the physical aspects of the store? **(15)**