

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

**ASSIGNMENTS
2025**

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

Fourth 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 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 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-109
Course Title	:	CUSTOMER VALUE MANAGEMENT
Assignment Code	:	BRL-109/TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is the process of determining customer value? Explain with suitable examples. **(10)**
2. Define Customer buying patterns. Explain why retailers focus on customer buying patterns. **(10)**
3. Explain the various stages of a product life cycle. Why should we link customer need with product life cycle? **(10)**
4. Elaborate on various determinants of customer value expectations. Explain those determinants with examples from your personal experiences. **(10)**
5. Explain various theories of Customer Perception. Which one is the most relevant in the present context? **(10)**
6. What is data mining, and why is it used? Also, describe the role of social networking in communication. **(10)**
7. Briefly describe the gaps model and explain the significance of the five gaps that the model identifies. **(10)**

(B) Essay Type Questions

8. Discuss the various technologies that are being used by retailers in creating customer value. **(15)**
9. a) Profile the Indian retail industry – product-wise, citing how culture and geographical differences influence retailers' value offerings to customers. **(7+8)**
b) What are the key parameters to identify a customer's loyalty? Why do companies fail in managing customer value management systems?

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-110
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL-110/TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by Integrated Retail Execution System? Describe the components of the Store Execution System. **(10)**

2. Discuss the various technologies used in the retail industry, highlighting their significance. **(10)**

3. Why is the information system important in retail business? Discuss the benefits of information systems in retail. **(10)**

4. Distinguish between the following: **(4×5)**
 - a) Interior Display and Window Display
 - b) Institutional Sign and Informational Sign
 - c) Business Intelligence and Mobile Business Intelligence
 - d) Brick Retailing and Mortar Retailing

5. Write short notes on the following: **(4×5)**
 - a) Information Technology (IT)
 - b) Perpetual Stock Take
 - c) Cross Channel Execution
 - d) RFID based smart visual merchandising

(B) Essay Type Questions

6. Explain the concept and need for Customer Relationship Management (CRM). Discuss emerging trends in retail CRM and analyze its benefits and implementation considerations. **(15)**

7. What is Enterprise Resource Planning (ERP)? Explain its key features and components. Discuss the benefits of implementing an ERP system in organizations, along with the challenges faced during its implementation. Provide relevant examples to illustrate your points. **(15)**