

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

**ASSIGNMENTS
2024-25**

[Valid from 1st July, 2024 to 30th June, 2025]

Fifth Semester



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



Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2024-25

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-111, 112, 113, 114** and **BCOS-185**.

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 December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.
2. Those students who are appearing in June 2025 Term End Examination they have to submit latest by in 15 March 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-111
Course Title	:	RETAIL CONSUMER BEHAVIOUR
Assignment Code	:	BRL-111/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the various factors that guides consumer behavior. Also define how retail staff impacts consumer behavior. **(10)**
2. Discuss the importance of post- purchase evaluation and satisfaction in retail shopping. **(10)**
3. How is retail consumer behavior affected by growing technological advancements and digitalization process? **(10)**
4. “More and more retailers are using social media for promoting their products and services”. Explain with the help of examples. **(10)**
5. Explain the various visual merchandising techniques. How do they influence consumer attention? **(10)**
6. Analyze the factors that contribute to customer loyalty in the retail sector, including product quality, customer service, convenience, and emotional connection. **(10)**
7. What do you mean by the term values, beliefs, and ethics? How are they important in retailing? **(10)**

(B) Essay Type Questions

8. What is the role of virtual try-on in shaping the consumer behavior? What are the challenges faced by companies in using such technologies? Also provide examples of virtual try-on and augmented reality in retail. **(15)**
9.
 - a) What is user-generated content (UGC) and how does it affects retail consumer behavior? **(7+8)**
 - b) Explain the key aspects of authenticity and transparency in marketing. Provide a few examples of how brands have used authenticity and transparency to their advantage on social media.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-112
Course Title	:	BUYING AND MERCHANDISING II
Assignment Code	:	BRL-112/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. How has the role of merchandiser changed from historical times? Explain how it has broadened his area of activity. **(10)**
2. Giving a suitable example, explain the concept of 'Buying Behaviour Model'. **(10)**
3. Describe the relationship among the basic factors of profitability with a suitable example. **(10)**
4. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? **(10)**
5. How do mark-downs affect the profitability of the retail business? How is net mark-down calculated? **(10)**
6. Explain the various types of reductions offered by a retail store. **(10)**
7. Explain the concept of reordering quantity by giving suitable examples. **(10)**

(B) Essay Type Questions

8. Suppose you want to open a retail store in a town in India. Describe your priorities and strategies for merchandising to achieve success. Justify your strategies. **(15)**
9. How is category performance evaluated at Shopper's stop? Describe the steps taken to improve it. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-113
Course Title	:	BUSINESS ETHICS
Assignment Code	:	BRL-113/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. Describe the challenges faced by an organization in implementing business ethics. (10)
2. In what ways do fair trade principles integrate with environmental sustainability? Why is this integration crucial for our planet's future? (10)
3. What are customers' top concerns on data consent to companies? (10)
4. Discuss the concept of product endorsement and brand partnership. (10)
5. What is price discrimination? Explain different types of price discriminations. (10)
6. What are the key principles that underpin ethical practices in retail promotion? (10)
7. Highlight the importance of ethics in the management of inventory. (10)

(B) Essay Type Questions

8. What are the various operational levels of business ethics and employees? (15)
9. What are the social and environmental responsibilities of a retailing company? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-114
Course Title	:	VISUAL MERCHANDISING & STORE PLANNING
Assignment Code	:	BRL-114/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is visual merchandising? Discuss the essential features of visual merchandising. Also explain the prerequisites while planning for visual merchandising. **(10)**
2. Briefly explain the different types of displays. Describe the different types of errors that may generally occur while planning to display merchandise in a retail store. **(10)**
3. What is meant by a colour wheel? Explain in detail the colour schemes used by a merchandiser to display the merchandise. **(10)**
4. Explain the types of fixtures and their applications for in-store visual merchandise for food and groceries. **(10)**
5. What are the main categories of in-store merchandise presentation for fashion apparel? Discuss any two categories in detail. **(10)**
6. Explain the display approach and merchandise presentation for restaurants and bars. **(10)**
7. Describe the factors related to visual merchandising that must be taken care of while planning to design a hotel. **(10)**

(B) Essay Type Questions

8. Give a comparative study of the following across the retail formats: Cell phone stores, Multi-branded Electronics Stores, & Brand Stores/Experience Stores. **(15)**
9. Write short notes on any three: **(15)**
 - a) Benefits of the Microspace Planogram
 - b) Digital Media
 - c) Emphasis
 - d) Mannequins

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 185
COURSE TITLE	:	ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOS – 185/TMA/2024-25
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- Q.1** Explain the importance of entrepreneurship in a developing country. **(10)**
- Q.2** Discuss the importance of innovation in startup growth? What are the linkages between innovation application and entrepreneurial ecosystem? **(10)**
- Q.3** Discuss the various elements of business plan. **(10)**
- Q.4** Why is it important to conduct Market feasibility analysis? Describe the components of market feasibility analysis **(10)**
- Q.5** “Entrepreneurs may miss opportunities if they are not able to communicate effectively”. Elaborate. **(10)**

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- Q.6** Explain ASPIRE scheme by the Ministry of MSME. **(6)**
- Q.7** What are the sources of funds available for new investors? **(6)**
- Q.8** What do you understand by the mobilisation of non-financial resources? **(6)**
- Q.9** Discuss the role MSMEs play in the economic development of a developing country like India. **(6)**
- Q.10** Discuss any two successful and affluent family business groups in India. **(6)**

Section – C

(Attempt all the questions. Each question carries 10 marks.)

- Q.11** Write short notes on the following: **(5×2)**
- a) Heritage and tourism Entrepreneurship
 - b) Test marketing
- Q.12** Distinguish between: **(5×2)**
- a) Urban and rural market research
 - b) Letter of Credit and Discounting of bill