

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

**ASSIGNMENTS  
2024-25**



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



# **Tutor Marked Assignment (TMA)**

## **First Year**

### **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-001, BRL-002, BRL-003, and BRL-004** together.

Assignments are 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 assignments as per the schedule. You must submit Assignments to the Coordinator of your study centre before submitting the Term-End Examination Form. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2024 and January 2025**). The validity is given below:

1. Those who are enrolled in **July 2024**, it is valid upto **June 2025**.
2. Those who are enrolled in **January 2025**, it is valid upto **December 2025**.

**You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-end Examination, you must submit assignment to the Coordinator of your study centre latest by 15th March. Similarly for appearing in December Term-end Examination, you must submit assignments to the Coordinator of your study centre latest by 15th October.**

## TUTOR MARKED ASSIGNMENT (TMA)

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<b>Course Code</b>	:	<b>BRL-001</b>
<b>Course Title</b>	:	<b>Overview of Retailing</b>
<b>Assignment Code</b>	:	<b>BRL-001/TMA/2024-25</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

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

1. Discuss the emerging trends in Indian retailing. Explain in detail the challenges for retail in India. **(10)**
2. What do you understand by consumer behaviour? Discuss the factors that influence the retail consumer behaviour. **(10)**
3. Discuss theories of structural changes in retailing. Explain the classification of retail formats with examples. **(10)**
4. How do you distinguish Cross merchandising from merchandise? Which factors would you suggest for a retailing unit to consider for procuring merchandising and why? **(5+5)**
5. Why do you think visual merchandising is necessary in design of a store? Would you suggest components to be displayed in a particular retailing unit. **(10)**
6. Discuss the role of financial management in retailing. What are the key issues in financial management? **(10)**
7. **Write short notes on the following:** **(5+5)**
  - a) VAT
  - b) The Consumer Protection Act, 1986

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

8. Describe how technology helps in customer relationship management? What are the precautions to be taken before adopting new technology in a retail store. **(15)**
9. **a)** Explain how you will assess human resource requirements of a retail organisation. Discuss the role of employment opportunities in booming organised retail. **(7+8)**  
**b)** Explain the concept of franchising. Discuss the advantages and limitations of franchising concept.

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-002</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Marketing and Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-002/TMA/2024-25</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. Explain the stages of consumer decision making process. **(10)**
2. Describe the different qualities of sales persons engaged in personal selling. **(10)**
3. Explain the different types of sales presentations. **(10)**
4. Explain few strategies to be used for budget sourcing? **(10)**
5. What are the different types of stores? Explain them briefly. **(10)**
6. What are the objectives of In-Store promotions? Elaborate. **(10)**
7. Explain different methods for promotional budget? **(10)**

**(B) Essay Type Questions**

8. Explain various categories of advertising with suitable examples. **(15)**
9. What do you meant by Personal selling? Explain the importance of Personal selling from the point of view of manufacturers. **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-003</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Management Perspectives &amp; Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-003/TMA/2024-25</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 design considerations for working out a suitable retail organization structure? Explain. **(10)**
2. What are the various types of plans? Explain in detail. **(10)**
3. What is accounting process? Explain the important of books and accounts. **(10)**
4. What is intercultural sensitivity? Elaborate. **(10)**
5. Define leadership. What are the functions of leadership? Explain the different leadership styles. **(10)**
6. Write about five best practices of customer communication management. **(10)**
7. What are the benefits of Listening? Discuss the types of listening and poor listening habits. **(10)**

**(B) Essay Type Questions**

8. Explain the concept of Transactional analysis and its application to retail interactions. **(15)**
9. What is non verbal communication? Explain the various types of nonverbal communication process. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

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<b>Course Code</b>	:	<b>BRL-004</b>
<b>Course Title</b>	:	<b>Customer Service Management</b>
<b>Assignment Code</b>	:	<b>BRL-004/TMA/2024-25</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is customer service? What do you understand by the terms 'single bagger' and 'double bagger'? Explain with examples. (10)
2. Briefly explain the classification of customer service with examples. Discuss the goal of any customer service. (10)
3. What are the main reasons of customer objections? Describe various ways of handling customer objections. (10)
4. How does the role of salesperson vary with the different retail formats? Explain giving suitable examples. (10)
5. Explain the types of customer personalities. Describe the methods through which closing of sales can be effectively done. (10)
6. Discuss the benefits of service quality management to a retail firm. What are the issues to be focused for delivery of superior service quality? (10)
7. **Write a short note on the following:** (5+5)
  - a) Customer satisfaction
  - b) Loyalty programmes

**(B) Essay Type Questions**

8. Discuss the reasons for customer grievances. Explain how aggrieved customers behave when they identify and experience service deficiencies and failures. (15)
9.
  - a) Explain the concept of internal customer satisfaction through an appropriate retail example. (7+8)
  - b) What do you understand by educating the customer. Discuss the advantages and pitfalls therein.