

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

**ASSIGNMENTS
2025-26**



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



Tutor Marked Assignment (TMA)

First Year

ASSIGNMENTS – 2025-26

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 2025 and January 2026**). The validity is given below:

1. Those who are enrolled in **July 2025**, it is valid upto **June 2026**.
2. Those who are enrolled in **January 2026**, it is valid upto **December 2026**.

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)

Course Code	:	BRL–001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL–001/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss the impact of economic liberalisation on Indian retailing. Explain in detail the functions performed by a retailer. **(10)**
2. Distinguish between buyer and consumer. Describe the stages in consumer decision making process in purchasing with examples. **(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. What is merchandise mix? Explain various factors affecting merchandise mix decision. **(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) Retail atmospherics
 - b) The Sale of Goods Act, 1930

(B) Essay Type Questions

8. Explain the ethical dimensions of retailing. Describe the broad areas of business ethics and what are the benefits of managing ethics in business? **(15)**
9. Classify rural retailing formats and distinguish how they are different from urban retailing formats. **(7+8)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-002
Course Title	:	Retail Marketing and Communication
Assignment Code	:	BRL-002/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are different promotional methodologies for a store? (10)
2. Discuss main in-store promotional activities. (10)
3. What is self-concept? Discuss the different types of self-concept and explain their relevance to marketing communication with suitable examples. (10)
4. What are the key emerging trends in retail marketing, how are they reshaping the retail industry? (10)
5. What is personal selling process? (10)
6. List and briefly explain retail promotion techniques. (10)
7. Discuss the factors which affect consumers decision making? (10)

(B) Essay Type Questions

8. What are different pricing strategies used by businesses. Give suitable examples. (15)
9. **Write short notes on following:** (5x3=15)
 - a. Publicity
 - b. Consumer Ethnocentrism
 - c. Relationship marketing
 - d. Store positioning
 - e. Breaking bulk

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-003
Course Title	:	Retail Management Perspectives & Communication
Assignment Code	:	BRL-003/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the benefits of listening. Discuss the poor listening habits. (10)
2. “Web conferencing and Audio-Video conferencing are appropriate for managerial effectiveness”. Discuss. (10)
3. What are the functions of management? Explain with illustrations. (10)
4. What do you understand by double entry system of accounting? Explain its fundamental rules with appropriate examples. (10)
5. Describe control process and illustrate its application with examples from the retail industry. (10)
6. What is centralization and decentralization in retail organization? Which is the most preferred one in the changing environment? (10)
7. What is oral communication? Discuss the essentials of oral communication. (10)

(B) Essay Type Questions

8. What are the determinants of employee and customer behavior at service encounter? (15)
9. Explain the importance of cross cultural communication in retailing. How can you improve cross cultural communication? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL–004
Course Title	:	Customer Service Management
Assignment Code	:	BRL–004/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the various kinds of customer services. Discuss the importance of these services for marketers with examples. **(10)**
2. What are the means of identifying the customer needs? Describe different ways of handling customer objections. **(10)**
3. Explain the importance of product knowledge for a salesperson. Discuss various ways of building product knowledge with examples. **(10)**
4. What is service quality? Explain the benefits of service quality management for a retail organisation. **(10)**
5. Explain the importance of customer loyalty in the business organisation. Discuss various types of loyalty programmes, giving suitable examples. **(10)**
6. Explain the importance of service recovery. Discuss the various aspects of employee training for an effective service recovery programme. **(10)**
7. **Write a short note on the following:** **(5+5)**
 - a) Complaint management
 - b) Team work

(B) Essay Type Questions

8. Discuss the principles of a positive culture. Suggest some methods on how companies can build positive culture among new employees. Also, explain the concept of internal customer satisfaction through an appropriate retail example. **(15)**
9.
 - a) What is word of mouth communication? Explain its importance for a retailer. **(7+8)**
 - b) Explain the significance and scope of listening to customers. Give suitable examples.