Bachelor of Business Administration

(BBA) in Retailing

III rd Year

ASSIGNMENTS
2022-23

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

Tutor Marked Assignment (TMA)

Third Year

ASSIGNMENTS – 2022-23

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-010, BRL-011, BRL-012, BRL-013** and **BRL-015** 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 2022 and January 2023**). The validity is given below:

1. Those who are enrolled in **July 2022**, it is valid upto **June 2023**.

2. Those who are enrolled in **January 2023**, it is valid upto **December 2023**.

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 September.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	**BRL–10**
Course Title	:	**Buying and Merchandising**
Assignment Code	:	**BRL–10/TMA/2022-23**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Giving a suitable example, explain the concept of the 'Buying Behaviour Model'. **(10)**

2. What is meant by contribution? How is it important in determining profitability? **(10)**

3. Define different types of mark-ups and explain differences between them. **(10)**

4. What do you mean by targeted sales? Discuss relevant factors that affect it. **(10)**

5. Describe briefly the current retail scenario in India. Which products command the top position in retail at present? **(10)**

6. Explain the concept of brand potential index with a suitable example. **(10)**

7. Describe important parameters used for assessing the performance of a retail store. **(10)**

(B) Essay Type Questions

8. What is meant by pricing? Explain different types of pricing commonly used in the retail business. Discuss different factors that affect pricing of merchandising in the retail business. **(15)**

9. What do you mean by merchandising? Describe its key elements. Describe different roles of the merchandiser in the retail business. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	**BRL-011**
Course Title	:	**Retail Operations and Store Management- II**
Assignment Code	:	**BRL-011/TMA/2022-23**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A)   Short Type Questions

1. Who are the major beneficiaries of category management and why? **(10)**

2. Explain the concept of a Balanced Scorecard with the help of a suitable diagram. **(10)**

3. Explain the concept of perception in influencing consumer behavior. **(10)**

4. **Distinguish between the following:** **(5×4)**
   a) Merchandise on hand and Merchandise on order
   b) Horizontal price fixing and Vertical price fixing
   c) Deceptive Advertising and Bait and Switch Advertising
   d) Financial goals and Profitability Goals

5. **Write short notes on the following:** **(5×4)**
   a) Dimensions of customer loyalty
   b) Inventory management
   c) Achievements of Pantaloon Retail
   d) Vertical Price Fixing

6. **Briefly comment on the following:** **(5×4)**
   a) "Probably with the success of an isolated store, many others want to open stores selling similar product lines to cash in on the shoppers' flow into the area."
   b) "Earlier retailers used to outsource certain functions to an outside agency because they were not experienced in the said function or were finding it uneconomical".
   c) "All retailers who are involved in sale of merchandise makes an implied warranty of merchantability".
   d) "The human resource compensation plays important role in the motivation of personnel".

7. Explain the organization structure normally used by a national retail chain. **(10)**

(B)   Essay Type Questions

8. Explain the concept of store planning and its elements. **(15)**

9. What are the major purposes of public relations exercises? Explain the advantages and disadvantages of the same. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	**BRL–12**
Course Title	:	**Visual Merchandising& Store Management**
Assignment Code	:	**BRL–12/TMA/2022-23**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is meant by store ambience? Explain in detail the elements to be taken care while finalizing a store ambience. **(10)**

2. What do you mean by mannequins? Discuss its different types in detail. **(10)**

3. Discuss the salient features of display approach for apparels. **(10)**

4. What are the main categories of in store merchandise presentation for fashion apparel? Discuss any two categories in details. **(10)**

5. Describe the types of retail outlets catering for food and groceries category. **(10)**

6. Discuss the essential features for effectiveness of Food and Beverages. **(10)**

7. Discuss the essential features of visual merchandising. Also explain the pre-requisites while planning for visual merchandising. **(10)**

(B) Essay Type Questions

8. What do you mean by Exhibition space? Discuss the points to be taken care while planning for exhibition space. **(15)**

9. What do you mean by balance? Explain the different types of balance while planning to display the merchandise in a store. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BRL-13
COURSE TITLE	:	CUSTOMER VALUE MANAGEMENT
ASSIGNMENT CODE	:	BRL-13/TMA/2022-2023
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

(A)   Short Type Questions

Q.1 What do you mean by customer value management? Why is CVM required in retail? **(10)**

Q.2 What is culture? How does it affect customer behaviour? **(10)**

Q.3 What do you mean by Service Quality? Briefly explain the factors influencing service quality. **(10)**

Q.4 What are the direct and indirect tools of customer value communication? **(10)**

Q.5 Define customer value generation process. **(10)**

Q.6 What are the stages of service recovery process? **(10)**

Q.7 What are the difference between customers exportations and customers perception. **(10)**

(B)   Essay Type Questions

Q.8 What is customer loyalty? Classify customers on the basis of needs, nature and expectations. **(15)**

Q.9 What is Internet retailing? What are the advantages of purchasing on the internet? **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	**BRL–15**
Course Title	:	**IT APPLICATION IN RETAIL**
Assignment Code	:	**BRL–15/TMA/2022-23**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A)   Short Type Questions

1. What is e-retailing? Explain the components of e-retailing.   **(10)**

2. List the steps for Advanced Customer Analytics.   **(10)**

3. What is information technology? What are its applications?   **(10)**

4. **Distinguish between the following:**   **(10)**
    a) Location Hierarchy and Time Hierarchy
    b) Interior display and window display
    c) Magnetic stripe readers and Fingerprint readers
    d) Information System (IS) and Database Management System (DBMS)

5. **Write short notes on the following:**   **(10)**
    a) Impact of IT on retail business
    b) POS Station Security Methods
    c) Retail reporting
    d) Features of the Retail Loyalty Programme

6. **Briefly comment on the following:**   **(10)**
    a) "Retail is about detail and accurate details help in taking the right decisions".
    b) "The POS system can provide standard and customized reports to the retailer".
    c) "Networks and telecommunications are the important components of information
    d) systems".
    e) "Retailers are racing to become better at slicing and dicing reams of data they collect from multiple channels".

7. Discuss the benefits and considerations of implementing a CRM system.   **(10)**

(B)   Essay Type Questions

8. State the various transactions to be performed under the goods dispatch-picking function through MMS.   **(15)**

9. What do you understand by campaign management? Discuss the process of implementing campaign management.   **(15)**