

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

**ASSIGNMENTS
2023-24**



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



Tutor Marked Assignment (TMA)

Second Year

ASSIGNMENTS – 2023-24

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-006, BRL-007, BRL-008, ECO-01, BCOA-001** and **AMK-01** 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 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid upto **June 2024**.
2. Those who are enrolled in **January 2024**, it is valid upto **December 2024**.

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-006
Course Title	:	Buying and Merchandising-1
Assignment Code	:	BRL-006/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is meant by merchandising strategy? Explain its different components. **(2+8)**
2. “Category Management meets customer needs better than standard brand management”. Elaborate. **(10)**
3. Explain the importance of the sales forecasting in the retail business. Describe different factors that are taken into account while making it. **(2+8)**
4. Why is assortment planning necessary for a successful business? Discuss the main guidelines for this purpose. **(2+8)**
5. What does vendor selection mean? Discuss the initial steps in this regard. **(2+8)**
6. Describe briefly different retail price strategies. **(10)**
7. **Distinguish between:** **5+5)**
 - (a) Skimming pricing and Penetration pricing
 - (b) Brand and Private label

(B) Essay Type Questions

8. Describe the importance of GMROI and explain the steps involved in calculating it. **(15)**
9. Explain the concept of ‘Brand’ and advantages of using a brand. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-007
Course Title	:	Store Operations- I
Assignment Code	:	BRL-007/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. a) “The longer you can keep your customer in the store, the more they will buy”. Explain in the light of the customer’s perspective. (5+5)
 b) What is the importance of Organization Structure in Retail? Explain the important tasks performed in Retail.
2. a) Explain the challenges of space management and how you will maximize the profitability of your space. (5+5)
 b) In how many groups the assets can be categorized based on usage? Also explain each of the usage categories in a retail perspective.
3. a) How do you discriminate between conventional and contemporary retail formats? (5+5)
 b) Explain the purpose and benefits of Standard Operating Procedures.
4. a) How will you measure success? What detailed measures will you use to make certain that the program is working? (5+5)
 b) Explain the Transaction Drivers and their significance in retail.
5. a) In how many groups the assets can be categorized based on usage. Also, explain each of the usage categories in a retail perspective. (5+5)
 b) What do you mean by Systems Frauds? Explain.
6. a) “Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives”. Explain. (5+5)
 b) How the changes in food retailing effect food prices?
7. a) What are the important drivers in Retail Trade? Explain (5+5)
 b) Explain the steps involved in Manpower Planning.

(B) Essay Type Questions

8. What information is required to successfully manage the supply chain? Please Explain each of these elements briefly. (15)
9. Explain briefly the formulas for retail margin analysis. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-008
Course Title	:	HUMAN RESOURCES
Assignment Code	:	BRL-008/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe the challenges of HRM in modern management. (10)
2. What is job analysis? Describe the significance of job analysis. (10)
3. What is Manpower planning? Examine the nature and significance of manpower planning. (10)
4. What do you understand by 'recruitment'? Explain the process of recruitment. (10)
5. What is meant by selection? Describe in detail the importance of selection. (10)
6. What do you understand by training? Distinguish between training, and development. (10)
7. Discuss the barriers in communication. How an organization can overcome these barriers? (10)

(B) Essay Type Questions

8. Discuss the role of a manager in motivating employees. (15)
9. Explain the essentials of a performance appraisal system in a retail organization. (15)

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	ECO-01
COURSE TITLE	:	BUSINESS ORGANISATION
ASSIGNMENT CODE	:	ECO-01/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. What do you understand by commerce? Briefly explain the classification of commerce with suitable examples. (2+18)
2. Explain briefly the importance of stock exchange in a modern society. What are its shortcomings? (10+10)
3. What do you understand by advertising media? Discuss the importance of media for advertising. (2+18)
4. Define the term 'Banker'. What is the relationship between a banker and his customer? (2+18)
5. **Comment briefly on the following statements:** (4×5)
 - (a) "Economics activities are concerned with production, exchange and distribution of goods and services".
 - (b) "A company established by a special act of the parliament or state legislature is called 'statutory company'".
 - (c) "Capital market denotes transactions involving procurement and supply of long-term funds which take place among individuals and institutions".
 - (d) "Retailing refers to sale of goods to the ultimate users".

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOA- 001
COURSE TITLE	:	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOA- 001/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. The appraisal part of the business plan revolves around all the critical issues and is covered under six heads. Elaborate. (20)

2. Discuss the report writing process. Explain briefly the rules of writing report. (20)

3. a) One of the important steps of setting up an enterprise is to explore the market trends. Explain. (2×10)
b) Being entrepreneurial means brushing personal characteristics. Discuss

4. a) A paragraph is constructed of three components. Elaborate. (2×10)
b) Proposals fall into two categories: solicited and unsolicited. Discuss.

5. **Write short notes on the following:** (2×5)
a) Traditional Parts of Speech
b) SWOT

6. **Differentiate between the following:** (2×5)
a) Facts and Opinions
b) Entrepreneur and Administrator

TUTOR MARKED ASSIGNMENT

COURSE CODE : **AMK 01**
COURSE TITLE : **MARKETING**
ASSIGNMENT CODE : **AMK-01/TMA/2023-2024**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. Define market targeting and explain the procedure on how to target different markets? (20)
2. Explain basic methods of price determination. Also discuss the factors influencing pricing. (20)
3. **Write short notes on the following:** (4×5)
 - a) Personal selling
 - b) Cash discount
 - c) Super-market
 - d) monopoly
4. **Differentiate between the following:** (4×5)
 - a) Marketing and selling
 - b) Departmental store and multiple shop.
 - c) Marketing mix and promotion mix.
 - d) Publicity and public relations
5. **Comment briefly on the following statement:** (4×5)
 - a) “Marketing communication plays an important role in company's overall marketing process”.
 - b) “Product line refers all the products offered by a particular seller”.
 - c) “Market skimming makes sense under certain conditions”.
 - d) “All buying decisions start with need recognition”.