Bachelor of Business Administration

(BBA) in Retailing

III rd Year

ASSIGNMENTS
2021-22

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THE PEOPLE'S
UNIVERSITY

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

Tutor Marked Assignment (TMA)
Third Year

ASSIGNMENTS – 2021-22

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 2021 and January 2022).** The validity is given below:

1. Those who are enrolled in **July 2021,** it is valid upto **June 2022.**

2. Those who are enrolled in **January 2022,** it is valid upto **December 2022.**

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.

Course Code	:	**BRL-10**
Course Title	:	**Buying and Merchandising - II**
Assignment Code	:	**BRL-10/TMA/2021-22**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1.	Describe different types of merchandise and give the examples of each type.	**(10)**
2.	Describe the present scenario of the organized retail sector in India. What are its future prospects?	**(10)**
3.	Define different types of mark-ups and explain differences between them.	**(10)**
4.	How do markdowns affect the profitability of the retail business? How is net markdown calculated?	**(10)**
5.	What is meant by stocks? Describe different methods that are commonly used for determining it.	**(10)**
6.	What is the significance of maximum quantity in the reorder system? Explain its various elements.	**(10)**
7.	Explain the concept of comparative analysis. How does it help in assessing the growth of a store?	**(10)**

(B)   Essay Type Questions

8.	Explain direct and indirect expenses with suitable examples. When do direct expenses change to indirect expenses?	**(15)**
9.	Explain the steps involved in the development of new products. Describe advantages and disadvantages of the product development.	**(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-11
Course Title	:	**Retail Operations and Store Management -II**
Assignment Code	:	**BRL-11/TMA/2021-22**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. How does price sensitivity differ for different market segments based on shopping orientation? **(10)**

2. What is visual communication? Explain its important elements. **(10)**

3. Describe the eight-step process in category management. **(10)**

4. Distinguish between the following: **(10)**
    (a) Knowledge Gap and Communication Gap
    (b) Institutional Signage and Point-of-Sale Signage
    (c) Value Merchandise Planning and Unit Stock Planning
    (d) Job Description and Job Specification

5. Write short notes on the following: **(10)**
    (a) Customer Pyramid
    (b) Periodic Replenishment System
    (c) Balanced Score Card
    (d) Implied Warranties

6. Briefly comment on the following: **(10)**
    (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) "Financial performance and Customer Satisfaction are based on historical actions."
    (c) "Retailers of present world must take care of various laws."
    (d) "Price penetration strategy may achieve the sales revenue."

7. Explain the merits de-merits of different advertising media. **(10)**

(B) Essay Type Questions

8. What is financial leverage? Explain the same with suitable examples extracted from retail business. **(15)**

9. Explain the compensatory and non-compensatory models in the consumers' decision making process for evaluating brands on multiple attributes. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-12
Course Title	:	Visual Merchandising & Store Management
Assignment Code	:	BRL-12/TMA/2021-22
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A)   Short Type Questions

1. What is meant by brown goods? Discuss the display approach and presentation of brown goods in a retail store. **(10)**

2. Discuss the display approach and merchandise presentation for Cafes and Food Courts. **(10)**

3. Discuss various types of retail formats with suitable examples. **(10)**

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

5. Write down the difference between Department Store, specialty home ware store, and Hypermarkets. **(10)**

6. What are the elements of visual merchandising? Discuss the steps to be followed in effective visual merchandising. **(10)**

7. Describe the different types of errors that may generally occur while planning to display the merchandise in a retail store. **(10)**

(B)   Essay Type Questions

8. What is harmony? What are its different forms? Describe the elements of design one should keep in mind while creating harmony. **(15)**

9. What do you understand by macro space Planogram? Discuss the important steps while setting up a new store. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-13
Course Title	:	Customer Value Management
Assignment Code	:	BRL-13/TMA/2021-22
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1.	Explain the different stages of perceptual process.	**(10)**
2.	"Customer interaction is a dominant factor in marketing strategies because it's the interaction with customers which diverts customer's expectations and perception towards retention and loyalty of customers." Elaborate.	**(10)**
3.	Discuss the various tools used by retailers for customer value communication.	**(10)**
4.	Describe the various strategies for customer retention?	**(10)**
5.	Explain the potential areas of service failures in retailing.	**(10)**
6.	Discuss the various technologies used by retailers to deliver value to their customers.	**(10)**
7.	"India is a land of 'unity in diversity' which poses a great challenge to retailers." Elaborate.	**(10)**

(B) Essay Type Questions

8.	What do you mean by Customer Value Expectations? Elaborate various determinants of the customer value expectations**.**	**(15)**
9.	What do you understand by the term Service Quality? Briefly describe the gaps model and explain the significance of the five gaps that the model identifies.	**(15)**

Course Code	:	**BRL-15**
Course Title	:	**IT Application in Retail**
Assignment Code	:	**BRL-15/TMA/2021-22**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A)   Short Type Questions

1. Define visual merchandising. Describe in detail the types of visual merchandising displays. **(10)**

2. What is data polling? How does this function perform in MMS **(10)**

3. What do you mean by Integrated Retail Execution System? Describe the components of Store Execution System. **(10)**

4. Distinguish between the following: **(10)**
    (a) Institutional sign and informational sign
    (b) CRM and social CRM
    (c) Business intelligence and mobile business intelligence
    (d) (d)Arithmetic Logic Unit and Control Unit

5. Write short notes on the following: **(10)**
    (a) Data Base Management System
    (b) Work Force Management
    (c) Loyalty Management
    (d) Cross Channel Execution

6. Briefly comment on the following: **(10)**
    (a) Technology is much more than just computer.
    (b) Networks and telecommunications are the important components of information systems.
    (c) E-tailing is a new concept in India and online retailing is a tedious task here.
    (d) Business Intelligence (BI) is a tool to fulfill promises to customers.

7. What is retail business intelligence? Discuss the steps which are helpful to move towards advanced customer analytics. **(10)**

(B)   Essay Type Questions

8. Explain various functions of Merchandise management system. Seeing the growth of retail industry, it can be safely said that future of MMS is bright in India. Comment upon this statement **(15)**

9. What is loyalty management? What are the common features of retail loyalty? Discuss the types of loyalty programme. **(15)**