

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

**ASSIGNMENTS  
2024**

**[Valid from 1st July, 2023 to 30th June, 2024]**

**Third Semester**



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

## **Tutor Marked Assignment (TMA)**

### **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-105, BRL-106, BRL-107, BRL-108 and BEVAE-181**.

Assignment is 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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2024 Term End Examination they have to submit latest by 15 March 2024.
2. Those students who are appearing in December 2023 exams. They should download the new assignment and submit the same latest by 15 October 2023.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

## TUTOR MARKED ASSIGNMENT (TMA)

---

Course Code	:	BRL-105
Course Title	:	Customer Service Management
Assignment Code	:	BRL-105/TMA/2023-24
Coverage	:	All Blocks

---

**Maximum Marks: 100**

**Attempt all the questions.**

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

1. What do you understand by customer service? Discuss the importance of customer service for a retailing organization. **(10)**
2. What do you mean by preparation to sell? Explain the important steps in "preparation to sell" with examples. **(10)**
3. List out the perquisites of selling. Briefly explain each of them with suitable examples. **(10)**
4. What are the factors influencing the expected service quality of the customers? Explain the determinants of service quality. **(10)**
5. Explain the key areas of Customer Experience Management (CEM). Discuss the benefits of CEM with examples. **(10)**
6. Explain the various types of complainers. Discuss the guidelines for handling consumer complaints. **(10)**
7. Explain the importance of service recovery. Discuss the different strategies for service recovery. **(10)**

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

8.
  - a) Define customer loyalty. Explain the factors affecting customer loyalty by giving examples. **(8+7)**
  - b) Discuss the types of customer loyalty.
9. What are the principles of a positive culture? How can companies build positive culture among new employees. Discuss with suitable examples. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

---

Course Code	:	<b>BRL-106</b>
Course Title	:	<b>Managing Human Resources</b>
Assignment Code	:	<b>BRL-106/TMA/2023-24</b>
Coverage	:	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is Manpower planning? Examine the nature and significance of manpower planning. **(2+8)**
2. What is job analysis? Describe the significance of job analysis. **(5+5)**
3. What do you understand by 'recruitment'? Explain the process of recruitment. **(2+8)**
4. Explain what is meant by the hierarchical nature of needs. Is this hierarchy rigid? Discuss with suitable examples. **(10)**
5. Explain the importance of performance appraisal in human resource management. **(10)**
6. Define 'communication'. Why is communication of vital importance to management? Discuss the barriers in communication. **(5+5)**
7. **Write a short note on the following:** **(10)**
  - a) Employee Exit
  - b) Discipline

**(B) Essay Type Questions**

8. What is HRIS? Discuss the components of HRIS. **(15)**
9. What is meant by selection? Why is it important for a retailer? **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

---

Course Code	:	BRL-107
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-107/TMA/2023-24
Coverage	:	All Blocks

---

**Maximum Marks: 100**

**Attempt all the questions.**

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

1. What is merchandise assortment? Describe different steps in the planning of merchandise assortment. **(10)**
2. Describe salient features of a supermarket. How is it helpful for the consumers to shop at a supermarket? **(10)**
3. Explain the concept of the category life cycle. Discuss the strategies adopted at different stages of the category life cycle. **(10)**
4. Describe nine laws that influence buyer's price sensitivity. **(10)**
5. "Selecting an appropriate vendor is the key step in the success of an enterprise". Elaborate. **(10)**
6. Explain the concept of open-to-buy. How is it helpful in increasing the profits of the retail store? **(10)**
7. **Distinguish between:** **(5+5)**
  - (a) Fashion items and Fads
  - (b) Economy pricing and Psychological pricing

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

8. What is meant by key Performance Indicator (KPI)? Giving suitable examples, explain the main KPI's of buying and merchandising. **(15)**
9. Explain the concept of 'Brand' and advantages of using a brand. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

---

Course Code	:	<b>BRL-108</b>
Course Title	:	<b>Retail Operations and Store Management</b>
Assignment Code	:	<b>BRL-108/TMA/2023-24</b>
Coverage	:	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Describe the concept of high and low involvement consumer behaviour. Also explain characteristics of consumer with low involvement with a product category. **(10)**
2. What is visual communication? Explain its important elements. **(10)**
3. What are the major purposes of public relation exercise? Explain the advantages and disadvantages of the same. **(10)**
4. Which are the factors that affect retail pricing? Explain these factors briefly. **(10)**
5. Describe the eight step process in category management. **(10)**
6. Explain the concept of ethical retailing. Which are the three major areas of retailing where ethical behaviour counts? Elaborate them briefly. **(10)**
7. What is a broad price policy? Which are some of the broad price policies a retailer can choose from? **(5+5)**

**(B) Essay Type Questions**

8. Inventory management is the heart of store operations. Explain. **(15)**
9. Explain the concept of customer relationship management. Also discuss the role and benefit of CRM in modern retail business. **(15)**

## TUTOR MARKED ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>BEVAE-181</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Environmental Studies</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BEVAE-181/TMA/2023-24</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

- 1) Why ecological significance of forest is more important in present day context? Explain. (8)
- 2) Answer the following questions in about 125 words each. (4x5=20)
  - a) Explain the characteristics of Western Ghats for inclusion as Biodiversity hotspots.
  - b) Why hydropower is regarded as the best source of energy? Explain it in detail.
  - c) The importance of Biomass has been increasing day by day in our surroundings among renewable resources. Explain it with suitable examples. How does air pollution affect the atmospheric processes?
  - d) What is Disposal of waste? Why segregation of waste is needed?
- 3) Explain the human-environment relationship by taking examples of biotic and abiotic components? (7)
- 4) “As humans civilisation progressed, man started altering the environment in the pursuit of creating an economic, social and cultural environment of his own choice. This slowly resulted in the depletion of natural resources and degradation of environment.” Explain it in context of national legislations of water acts? (7)
- 5) “Biosphere reserves are internationally recognised areas established to promote and demonstrate a balanced relationship between Humans and the Biosphere.” Elaborate this statement in the context of conservation of nature? (8)

### Section – B

- 6) Explain the following terms in about 60 words each: (2x4=8)
  - a) Seed Bank
  - b) Incineration
  - c) Biological Oxygen Demand
  - d) Public Health
- 7) Answer the following questions in about 150 words each. (5x4=20)
  - a) What is lentic and lotic ecosystem? Explain these two with suitable examples.
  - b) What is ecological succession? Explain the types of succession with suitable diagrams.
  - c) Explain the biocentrism and ecocentrism in context of human’s attitude towards nature?
  - d) Define natural calamities and its types with suitable examples.
- 8) Explain the causes of ozone depletion? How do ultraviolet rays affects human health, animals, plants, micro-organisms, water and air quality. (7)

- 9) “Education for environmental awareness is essential for the younger generation as well as for the older generation.” Explain the statement with suitable examples. (7)
- 10) “Water Harvesting is one of the effective measures to combat drought.” Explain this statement with suitable arguments. (8)