

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

**ASSIGNMENTS
2024**

[Valid from 1st January 2024 to 31st December 2024]

Second Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2024

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-104**.

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 in 15 March 2024.
2. Those students who are appearing in December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.

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

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-104
Course Title	:	Retail Management Perspectives and Communication
Assignment Code	:	BRL-104/TMA/2024
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by Retail Management? Explain function management. **(10)**
2. What do you mean by Retail planning process? Explain various steps in planning and features. **(10)**
3. What is organization structure? Discuss different types of organization structures. **(10)**
4. What is managerial control system? Explain various control systems in detail. **(10)**
5. Explain accounting concepts and conventions. **(10)**
6. What is communication? Explain major objectives of communication and communication process. **(10)**
7. What is Listening? Discuss different types of listening. **(10)**

(B) Essay Type Questions

8. What is culture? Explain importance of Inter-cultural sensitivity communication in retailing. **(15)**
9. Write short note on following. **(15)**
 - (a) Motivation
 - (b) Perception
 - (c) Emotion