

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

**ASSIGNMENTS  
2024-25**

**[Valid from 1st July, 2024 to 30th June, 2025]**

**Third Semester**



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

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

### **ASSIGNMENTS – 2024-25**

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 December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.
2. Those students who are appearing in June 2025 Term End Examination they have to submit latest by in 15 March 2025.

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

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	BRL-105
Course Title	:	Customer Service Management
Assignment Code	:	BRL-105/TMA/2024-25
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Explain the importance of customer service. Discuss in detail various barriers which adversely influence good customer service? **(10)**
2. What are the prerequisites for selling from a salesperson's point of view. Discuss selling technique in a fast-food retailing, ex. Mcdonald's? **(10)**
3. Explain various types of customer personalities. Discuss closing methods that may work with different personalities. **(10)**
4. What do you understand by service quality. Explain in brief the determinants of service quality. **(10)**
5. Explain the types of customer loyalty. Describe the ways through which customer loyalty can be effectively built. **(10)**
6. What is service recovery? Explain the key benefits of service recovery strategy. **(10)**
7. **Write short notes on the following:** **(5+5)**
  - a) Internal marketing.
  - b) Teamwork.

**(B) Essay Type Questions**

8.
  - a) Explain the need and importance of customer innovation in customer services? Discuss strategies for customer service innovation. **(8+7)**
  - b) Differentiate between product innovation and service innovation?
9. Describe the process of empowering customer services. Explain the advantages and disadvantages of empowering customer service. **(15)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-106</b>
<b>Course Title</b>	<b>:</b>	<b>Managing Human Resources</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-106/TMA/2024-25</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is the training? Explain the various methods in training. **(10)**
2. Discuss in detail the model of manpower planning. **(10)**
3. State and explain the elements of communication process. **(10)**
4. What is meant by selection of an employee in a Retail Organisation? Describe the steps involved in the induction process of an employee. **(10)**
5. What are the Activities of HRM? How are they performed in a Retail Organization? **(10)**
6. State and explain the elements of communication process. **(10)**
7. What is Job Analysis? Explain the methods of job analysis in detail. **(10)**

**(B) Essay Type Questions**

8. Discuss the steps involved in the development of Human Resource Information System. **(15)**
9. State the main causes of Grievance? Explain its procedure in detail. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	BRL-107
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-107/TMA/2024-25
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

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

1. What is meant by merchandising strategy? Explain its different components. **(10)**
2. Discuss advantages and disadvantages of sales forecasting. **(10)**
3. What is meant by Break-even-analysis? Explain the “Mark-up” method of pricing. **(10)**
4. What do you mean by assortment width planning? Explain key assumptions involved in it. **(10)**
5. Describe the important factors that should be considered while making the selection of a vendor. **(10)**
6. Describe briefly different retail price strategies. **(10)**
7. **Distinguish between:** **(5+5)**
  - a) Retailing and Merchandising
  - b) Setting sales objectives and setting stock objectives

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

8. What is the working capital norm for men’s, kids and ladies fashion industry? Explain. **(15)**
9. Giving suitable examples, describe the significance of Private Labels in the Indian Context. **(15)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-108</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Operations and Store Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-108/TMA/2024-25</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

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

1. How do demographics, life-style and stages in life-cycle influence consumers' decision making? Explain the concept of perception in influencing consumer behaviour. **(10)**
2. What are the crucial elements of effective implementation of a CRM programme? **(10)**
3. Elucidate with the help of suitable examples that how CBDs remain a major retailing force. **(10)**
4. How many types of fixtures exist? Explain the specific fixtures of each type. **(10)**
5. List down the process or steps involved in merchandise planning. **(10)**
6. Explain the major objectives of personal selling. What are the advantages and disadvantages of personal selling? **(10)**
7. What is financial leverage? Explain the same with suitable examples extracted from retail business. **(5+5)**

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

8. Explain the important law related to taxation, excise duty, shop and establishment act, and packaged commodity act. **(15)**
9. Explain the balanced scorecard perspectives with reference to a retail business - taking atleast two perspectives as examples. **(15)**