

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

**ASSIGNMENTS  
2024-25**

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

**First 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- 101, BRL-102, BRL-103, BCOE-141 and BEGAE-182** together.

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-101
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-101/TMA/2024-25
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

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

1. What is retailing? Briefly explain the factors influencing the growth of retail in context of organised Indian retail market. **(10)**
2. What do you understand by psychological factors. Differentiate between psychological factors and personal factors? **(10)**
3. How do you distinguish modern retail formats from traditional formats? Explain with examples. **(10)**
4. a) Explain the key concepts in retail atmospherics. **(5+5)**  
b) Briefly explain retail performance measures?
5. What do you mean by merchandise management? Explain the constraining factors that should be considered by the retailer as the consumer needs change with examples. **(10)**
6. What do you understand by implication of GST? Discuss the benefits of GST on retail sector with suitable examples? **(10)**
7. Discuss the technological trends in retailing. State the precautions to be taken while handling technology in Retailing. **(10)**

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

8. a) Briefly explain the types of franchising. What are the ways by which franchisor ensures uniformity across franchisee chain? **(8+7)**  
b) What is E- Tailing? How do SEO and SEM help E- tailers to do more than just providing pleasing websites.
9. a) Explain the meaning of service retailing. Discuss about the popular forms of retail employment? **(8+7)**  
b) Explain how the employment opportunities are booming up in organized retail?

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

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<b>Course Code</b>	<b>:</b>	<b>BRL-102</b>
<b>Course Title</b>	<b>:</b>	<b>Introduction to Retail Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-102/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. Describe the different qualities of sales persons engaged in personal selling. **(10)**
2. Explain the different types of sales presentations. **(10)**
3. Explain the stages of consumer decision making process. **(10)**
4. What are the different types of stores? **(10)**
5. What is “SPIN” selling? Explain. **(10)**
6. Explain few strategies to be used for budget sourcing? **(10)**
7. What do you understand by the term "marketing mix"? Explain with an examples. **(10)**

**(B) Essay Type Questions**

8. Write about the social media marketing and discuss the SEO in social media marketing. **(15)**
9. What do you meant by Personal selling? Explain the importance of Personal selling from the point of view of manufacturers. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	<b>BRL-103</b>
Course Title	:	<b>Store Operations – I</b>
Assignment Code	:	<b>BRL-103/TMA/2024-25</b>
Coverage	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(B) Short Type Questions**

1.   a) Retail works with retailer to clarify and operationalize the strategy.               (5+5)  
      Explain  
      b) Define the terms customer and consumer and explain them with an example.
  
2.   a) Explain the importance of organizational structure in retail? Explain               (5+5)  
      the important tasks performed in retail.  
      b) What are the advantages and disadvantages of having a centralized warehouse?
  
3.   a) Discuss the significance of atleast five different assets. What care               (5+5)  
      and maintenance needs to be taken for these assets.  
      b) Explain the purpose and benefits of Standard Operating Procedures (SOP).
  
4.   a) What is the importance of Product-Customer Matrix and its impact?               (5+5)  
      b) Explain the qualities of a Good Cashier with the help of an example.
  
5.   a) What do you mean by promotion?   (5+5)  
      b) How do you discriminate between conventional and contemporary retail formats?
  
6.   a) Write down the benefits of online and offline integration?                       (5+5)  
      b) Define marketplace and its advantages and disadvantages in detail?
  
7.   a) What all can be covered in competition benchmarking? Comment.               (5+5)  
      b) Why does burn out happens in multitasking?

**(B) Essay Type Questions**

8. Define space planning concept. What process one must follow for well defined space planning concept?                               (15)
  
9. How performance appraisal is conducted in retail? What are its salient features? Also mention the methods of compensation used in retail.                               (15)

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2024-25</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- 1) What do you understand by the term marketing mix? Explain the components of marketing mix. (10)
- 2) Research findings showed that consumption of a particular edible oil is injurious to health. Is this finding relevant to a sweet shop? How? (10)
- 3) Your company is planning to launch a new line of organic facial creams aimed at young adults aged 18-30. Conduct a brief market analysis for the new product line. (10)
- 4) Design an advertising campaign for a new product, including the target audience, key message, media channels, and budget considerations. (10)
- 5) Imagine you discover that a competitor is providing inaccurate information about their product to potential clients. Describe a specific ethical strategy you would employ to address this situation while maintaining the integrity of your own sales approach. (10)

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- 6) Discuss how understanding consumer behavior can help in the successful launch of the new product, with two specific examples. (6)
- 7) Describe the role of intermediaries in the distribution channel and explain how they are important in the marketing process. (6)
- 8) What are the basic methods of pricing? Also explain the factors affecting the pricing decisions. (6)
- 9) Provide two examples of strong brands and describe what makes them successful. (6)
- 10) Explain how virtual reality (VR) can enhance the customer experience and describe the potential challenges and opportunities for marketers using VR. (6)

**Section – C**

**(Attempt all the questions. Each question carries 10 marks.)**

- 11) Write short notes on: (10)**
- a) Physical distribution system
  - b) Experiential marketing
- 12) Distinguish between the following: (10)**
- a) Consumer markets and organisational markets
  - b) Need and motive CYP C