

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

**ASSIGNMENTS
2025-26**

[Valid from 1st July, 2025 to 30th June, 2026]

Third Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2025-26

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 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

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/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the types of customer service. Discuss in detail various parameters that help in good customer service? **(10)**
2. What are the different means of identifying customer needs. Write a brief note on changing Customer expectations? **(10)**
3. What do you understand by service quality? Briefly explain the benefits of service quality management to the retail organisations. **(10)**
4. Explain key areas of customer experience management. Discuss the importance of customer experience management. **(10)**
5. Discuss the significance of customer loyalty. Briefly explain latest trends in customer loyalty. **(10)**
6. Explain the reasons for customer grievances? Discuss in brief the complaint management process. **(10)**
7. **Write short notes on the following:** **(5+5)**
 - a) Service Recovery.
 - b) Employee Training.

(B) Essay Type Questions

8.
 - a) Explain the Service Marketing Triangle. Discuss the objectives and areas of internal marketing. **(8+7)**
 - b) Define organisational culture. Describe the principles of a positive culture?
9. Explain the importance of word of mouth communication for a retailer. Discuss the challenges in customer communication. Give suitable examples. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-106
Course Title	:	Managing Human Resources
Assignment Code	:	BRL-106/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Mention the various strategies deployed for increasing staff retention. **(10)**
2. What do you understand by 'recruitment'? Explain the process of recruitment. **(10)**
3. What is meant by discipline? Explain the procedure for taking disciplinary action. **(10)**
4. Explain in detail the components of job analysis with reference to the Retail Store. **(10)**
5. Discuss the roles of employees of the Retail Organization. **(10)**
6. What is meant by training? Explain the importance of training. **(10)**
7. List out the steps in the implementation of HRIS. **(10)**

(B) Essay Type Questions

8. Discuss modern methods of performance appraisal. **(15)**
9. Discuss the barriers in communication. How can a retailer overcome these barriers? **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-107
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-107/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe basic principles of merchandising. **(10)**
2. What is merchandise assortment? Describe different steps in the planning of merchandise assortment. **(10)**
3. What is category management? Describe the steps involved in the category management. **(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". **(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) Mark-up plan and mark-down plan
 - b) Trade discount and quantity discount

(B) Essay Type Questions

8. What is meant by key performance indicator? Giving suitable examples, explain the main KPIs of buying and merchandising. **(15)**
9. Describe the importance of GMROI and explain the steps involved in calculating it. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL–108
Course Title	:	Retail Operations and Store Management
Assignment Code	:	BRL–108/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the marketing implications for high and low involvement product categories. **(10)**
2. What are the different dimensions of customer loyalty? **(10)**
3. What measures can one take to put CBDs close to commercial offices and cultural and entertainment facilities? **(10)**
4. How many types of fixtures exist? Explain the specific fixtures in each type. **(10)**
5. What is the concept behind making merchandise planning an interactive process? **(10)**
6. Which are the elements of the promotional mix? Explain each of these elements briefly. **(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 concept of Balanced Scorecard with the help of a suitable diagram. Also discuss each of the Balanced Scorecard perspectives briefly. **(15)**
9. What are the factors that affect retail pricing and discuss these factors briefly. Also explain, Why is a consumer an important factor that influences retail price? **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BEVAE-181
COURSE TITLE	:	Environmental Studies
ASSIGNMENT CODE	:	BEVAE-181/TMA/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Part – A

- Q.1** “To achieve the desired goal of Sustainable Development, societies have to make certain transitions which are very much essential.” Justify the statement in about 250 words (8)
- Q.2** Differentiate between the following terms by giving suitable examples in about 125 words each: (4x2=8)
- (a) Primary and secondary succession
 - (b) Direct and indirect use value of biodiversity
- Q.3** Answer the following questions in about 150 words each. (5x4=20)
- (a) What is biodiversity hotspot? Why is India considered as a mega biodiversity hotspot?
 - (b) Describe the life forms of aquatic ecosystem found in different zones with suitable examples and diagrams.
 - (c) Differentiate between the surface and ground water. Describe the factors responsible for degradation of water.
 - (d) Write a short note on carbon cycle with the help of a diagram.
- Q.4** How does Forest Right Act, 2006 helps tribal and forest dwellers in India? Explain with suitable examples in about 200 words. (7)
- Q.5** Critically evaluate the status of non-conventional energy resources in India. Elucidate your answer with suitable examples in about 200 words. (7)

Part – B

- Q.6** Explain the following terms in about 60 words each: (2x4=8)
- (a) Ecofeminism
 - (b) Geographical and Social Inequity
 - (c) Ozone Layer Depletion
 - (d) Acid Rain
- Q.7** Answer the following questions in about 150 words each. (5x4=20)
- (a) Explain any four impacts of improper waste disposal with suitable examples.
 - (b) How does Landfilling act as an important method of waste disposal? Explain.
 - (c) Describe the role of Central Pollution Control Board (CPCB) as an institution for monitoring the pollution levels of environment.
 - (d) How do collective actions help in addressing environmental issues and concerns? Explain.
- Q.8** “Habitat destruction is recognized as most significant threat to global biodiversity.” Elucidate the statement with respect to present day context in about 200 words. (7)

- Q.9** ‘Polluted water is a threat to our health and survival of life forms’ Explain it with respect to different agents of water pollutants in about 200 words. (7)
- Q.10** “The ratio of those killed to those affected by natural disasters depend on the type of calamity, degree of preparedness and the density of population” Justify the statement with Explain your answer with suitable arguments and examples in about 250 words. (8)