

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

**ASSIGNMENTS
2024-25**



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



Tutor Marked Assignment (TMA)

Second Year

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-006, BRL-007, BRL-008, ECO-01, BCOA-001** and **AMK-01** together.

Assignments are 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 assignments as per the schedule. You must submit Assignments to the Coordinator of your study centre before submitting the Term-End Examination Form. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2024 and January 2025**). The validity is given below:

1. Those who are enrolled in **July 2024**, it is valid upto **June 2025**.
2. Those who are enrolled in **January 2025**, it is valid upto **December 2025**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-end Examination, you must submit assignment to the Coordinator of your study centre latest by 15th March. Similarly for appearing in December Term-end Examination, you must submit assignments to the Coordinator of your study centre latest by 15th October.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-006
Course Title	:	Buying and Merchandising-1
Assignment Code	:	BRL-006/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain merchandising. Describe different factors that are helpful in merchandising. **(2+8)**
2. What is merchandise assortment? Describe different steps in the planning of merchandise assortment. **(2+8)**
3. “The concept of category captain is helpful but it requires watch”. Explain. **(10)**
4. What are do’s and don’ts in the sales forecasting? Explain giving suitable examples. **(10)**
5. Describe nine laws that influence buyer’s price sensitivity. **(10)**
6. Describe the important factors that should be considered while making the selection of a vendor. **(10)**
7. **Distinguish between:** **(5+5)**
 - (a) Mark Downs and Discounts
 - (b) Current Assets and Current Liabilities

(B) Essay Type Questions

8. Explain the concept of open-to-buy. How is it helpful in increasing the profits of the retail store? **(5+10)**
9. What is a private label? What are the major challenges faced by it? **(5+10)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-007
Course Title	:	Store Operations- I
Assignment Code	:	BRL-007/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. a) What are the strategies behind the stores? Explain with the help of suitable example. (5+5)
b) In store, design is proportionately related to profitability. Discuss
2. a) How do customers evaluate customer service quality? (5+5)
b) Explain the importance of loyalty programme. what are the important characteristics of a good loyalty programme?
3. a) Explain briefly the different career opportunities available in retail. (5+5)
b) Explain the steps involved in manpower planning.
4. a) What steps are necessary to obtain the best value for the purchases? (5+5)
b) Discuss some of the important tips about doing a good display.
5. a) Define space planning concept. What process one must follow for well defined space planning concept? (5+5)
b) Suggest some guidelines for successful space management.
6. a) In how many groups the assets can be categorized based on usage. (5+5)
Also explain each of the usage categories in a retail perspective.
b) Explain the different methods of calculating depreciation value.
7. a) What important steps are followed in setting up an SOP? (5+5)
b) Distinguish between Strategic and Resultant Drivers.

(B) Essay Type Questions

8. Briefly explain the importance of a Good Cashiering? Explain the Qualities of a Good Cashier with the help of an example. (15)
9. Briefly explain the different synonyms of stores. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-008
Course Title	:	HUMAN RESOURCES
Assignment Code	:	BRL-008/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the activities of HRM? How are they performed in a Retail Organization? **(10)**
2. What is job design? Discuss the factors affecting it. **(10)**
3. Discuss in detail the model of manpower planning. **(10)**
4. Critically examine in detail the external methods of recruitment. **(10)**
5. State and explain the elements of communication process. **(10)**
6. Discuss the role of a manager in motivating employees. **(10)**
7. Explain the importance of performance appraisal in human resource management. **(10)**

(B) Essay Type Questions

8. Discuss the steps involved in the development of Human Resource Information System. **(15)**
9. State and discuss the steps involved in the selection process of an incumbent. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	ECO-01
COURSE TITLE	:	BUSINESS ORGANISATION
ASSIGNMENT CODE	:	ECO-01/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1.** What is industry? Explain its classification with illustrations. **(2+18)**

- 2.** Discuss briefly the importance of finance in business. Distinguish between fixed capital and working capital. **(5+15)**

- 3.** “Foreign trade is an engine of economic growth in a country”. Discuss this statement keeping in view the Indian context and state other advantages of the foreign trade. **(10+10)**

- 4.** What is an insurance contract? Describe the parts of insurance contracts. **(2+18)**

- 5. Comment briefly on the following statements:** **(4×5)**
 - (a)** Entrepreneur is a person who undertakes the risk of starting and managing a business by bringing together necessary resources.

 - (b)** Stock exchange is an important part of capital market.

 - (c)** Advertising is different from publicity, although both use non-personal media.

 - (d)** Banks play a very important role in the economic development of the country.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOA- 001
COURSE TITLE	:	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOA- 001/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. Discuss the significance of written communication for any organization. What are its advantages and disadvantages? (20)

2. What do you mean by writing? What makes up a well-written, appealing piece of factual writing? Explain the different steps of writing process. (20)

3.
 - a) "Proposals can be written for many purposes and in a variety of a formats". Comment on the statement. (2×10)
 - b) Four key words contained in the definition of entrepreneurship are creation, innovation, wealth and value. Submit an application to a mission statement for the organization

4.
 - a) "An entrepreneur is a person who functions as an innovator, manager and coordinator" Discuss. (2×10)
 - b) What aspects would you consider while planning to start a small business unit?

5. **Write short notes on the following:** (2×5)
 - a) Idea generation
 - b) Organising manpower

6. **Differentiate between the following:** (2×5)
 - a) Financial appraisal and Marketing appraisal
 - b) Cooperative society and Company

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	AMK 01
COURSE TITLE	:	MARKETING
ASSIGNMENT CODE	:	AMK-01/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. What is branding? Explain its importance for a business. Provide two examples of strong brands and describe what makes them successful. **(20)**

2. What do you mean by consumer behaviour? Explain the importance of understanding consumer behaviour? You felt a need for a laptop, explain the detailed process how you buy the laptop. **(20)**

3. **Write short notes on the following:** **(4×5)**
 - a) Market Positioning
 - b) Personal Selling
 - c) Demand-oriented Pricing
 - d) Inventory control

4. **Differentiate between the following:** **(4×5)**
 - a) Buyer and user
 - b) Direct and indirect channel of distribution
 - c) Quantity discount and trade discount.
 - d) Consumer goods and industrial goods

5. **Comment briefly on the following statements:** **(4×5)**
 - a) In marketing, communication has a very important place.
 - b) Like human beings, products also have a distinct life cycle.
 - c) Packing is the art, science and technology of preparing goods for transport and sale.
 - d) Effective media selection involves balancing various factors to create a strategic mix.