

**Bachelor of Business Administration
(BBA) in Retailing
III rd Year**

**ASSIGNMENTS
2024-25**



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



Tutor Marked Assignment (TMA)

Third 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-010, BRL-011, BRL-012, BRL-013** and **BRL-015** 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-010
Course Title	:	Buying and Merchandising – II
Assignment Code	:	BRL-010/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising? Describe its process. (10)
2. What do you mean by buying behaviour of retailers? How has it undergone changes during the last few years? (10)
3. What is pricing? Explain different types of pricing commonly used in the retail business. Discuss different factors that affect pricing of merchandising in the retail business. (10)
4. **Distinguish between any two of the following:** (10)
 - a) Product development and Product Sourcing
 - b) Net return on inventory and Gross margin return on inventory.
 - c) Direct Expenses and Indirect Expenses
 - d) Shopping Products and Specialty Products
5. **Write short notes on any two of the following:** (10)
 - a) Markdowns
 - b) Open to buy (OTB)
 - c) Sales curves
 - d) Shopper's Stop (SS)
6. **Briefly comment on any two of the following:** (10)
 - a) "Objectives of the buying process at an operational level".
 - b) "Every product category and brand which deals with life-style or fashion operates generally in the core and fashion range".
 - c) "Unit planning is another way of placing orders for the requirement of the merchandise".
 - d) "Savla store caters to the needs of especially middle class".
7. Describe briefly the current retail scenario in India. Which products command the top position in retail at present? (10)

(B) Essay Type Questions

8. Explain the steps involved in the development of new products. (15)
9. What do you mean by 'Method of Presentation'? Discuss ideal presentation standards in the retail store giving suitable examples. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-011
Course Title	:	Retail Operations and Store Management Management- II
Assignment Code	:	BRL-011/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the compensatory and non-compensatory models in the consumers' decision-making process for evaluating brands on multiple attributes. **(10)**
2. What is store design? Explain the important elements of store design. **(10)**
3. What is a broad price policy? Which are some of the broad price policies a retailer can choose from? **(10)**
4. **Distinguish between the following:** **(10)**
 - a) Retail Operations and Store Management
 - b) In-store and Online Retail Operations
 - c) Centralized and Decentralized Inventory Management
 - d) Seasonal and Perpetual Inventory Systems
5. **Write short notes on the following:** **(10)**
 - a) Store Layout
 - b) Employment Agency
 - c) Net Landed cost
 - d) String
6. **Briefly comment on the following:** **(10)**
 - a) "In a sharing arrangement there could be a vertical co-operative advertisement".
 - b) "Price penetration strategy may achieve the sales revenue".
 - c) "Customer retention in the marketing effort is considered to be of utmost importance".
 - d) "Inventory management is the heart of store operations".
7. Explain the concept of ethical retailing. Which are the three major areas of retailing where ethical behaviour counts? Elaborate them briefly. **(10)**

(B) Essay Type Questions

8. Define profit margin and its significance in retail business. List down the options available to a retailer for improving profit margin of the store. **(15)**
9. Explain the Balanced Scorecard perspectives with reference to a retail business –taking atleast two perspectives as example. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-012
Course Title	:	Visual Merchandising & Store Management
Assignment Code	:	BRL-012/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss in detail the different types of displays. Explain the essentials of a good display. **(10)**
2. Discuss how colour act as a tool of communication. **(10)**
3. Explain the display approach and merchandise presentation for Restaurants and Bars. **(10)**
4. What are difference between Departmental Store and Specialty market? **(10)**
5. Explain the In-store Merchandise presentation for Homeware. **(10)**
6. Discuss the comparative study across retail formats. **(10)**
7. Explain the features of Mall, Departmental stores, and Neighbourhood grocery stores. **(10)**

(B) Essay Type Questions

8. Discuss the essential features of visual merchandising. Also explain the pre-requisites while planning for visual merchandising. **(15)**
9. Explain the types of fixtures for In-store visual merchandises for food and groceries. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BRL-013
COURSE TITLE	:	CUSTOMER VALUE MANAGEMENT
ASSIGNMENT CODE	:	BRL-013/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

(A) Short Type Questions

- Q.1** Discuss the factors influencing customer value generation. **(10)**
- Q.2** Elaborate various determinants of the customer value expectations. Explain those determinants with examples from your personal experiences. **(10)**
- Q.3** Discuss the stages of Perceptual Process in detail. **(10)**
- Q.4** Explain the role of appropriate customer feedback process in customer value generation process. **(10)**
- Q.5** Discuss the need and importance of customer value communication. **(10)**
- Q.6** Is good service quality a cost or a revenue producer? Discuss with the help of examples. **(10)**
- Q.7** Discuss the ways in which any retailer can retain their valuable customers. **(10)**

(B) Essay Type Questions

- Q.8** Explain the service recovery process. What are the various service recovery strategies? Explain. **(15)**
- Q.9** What is RFID? Explain the role of RFID in creating customer value? How is it different from bar code? **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-015
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL-015/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Why is information system important in retail business? Discuss the benefits of information system in retail. **(10)**
2. What is meant by CRM? How does it differ from social CRM? **(10)**
3. What are the areas of big data analytics in retail? Explain any two with their respective KPIs. **(10)**
4. **Distinguish between the following:** **(10)**
 - a) E-commerce and Brick-and-Mortar
 - b) Omni Channel Retailing and Single-Channel Retailing
 - c) Traditional customer feedback and IT-Enabled Feedback Systems
 - d) Mobile – based Application and Web – based Application in Retail
5. **Write short notes on the following:** **(10)**
 - a) Vendor master in retail
 - b) WLAN
 - c) Loyalty Management
 - d) Business Intelligence (BI)
6. **Briefly comment on the following:** **(10)**
 - a) “Information system is a combination of computer technology and other components”.
 - b) “E-tailing is a new concept in India and online retailing is a tedious task here”.
 - c) “Technology is much more than just computers”.
 - d) “Seeing the growth of retail industry, it can be safely said that future of MMS is bright in India”.
7. What is meant by online retailing? Discuss the advantages and shortcomings of e-retailing. **(10)**

(B) Essay Type Questions

8. What do you understand by campaign management? Discuss the process of implementing campaign management. **(15)**
9. Explain Integrated Retail Execution System (IRES). Describe the components of Store Execution System. **(15)**