

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

**ASSIGNMENTS  
2022-23**



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



# **Tutor Marked Assignment (TMA)**

## **First Year**

### **ASSIGNMENTS – 2022-23**

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-001, BRL-002, BRL-003, and BRL-004** 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 2022 and January 2023**). The validity is given below:

1. Those who are enrolled in **July 2022**, it is valid upto **June 2023**.
2. Those who are enrolled in **January 2023**, it is valid upto **December 2023**.

**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 September.**

## TUTOR MARKED ASSIGNMENT (TMA)

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<b>Course Code</b>	:	<b>BRL-001</b>	
<b>Course Title</b>	:	<b>Overview of Retailing</b>	
<b>Assignment Code</b>	:	<b>BRL-001/TMA/2022-23</b>	
<b>Coverage</b>	:	<b>All Blocks</b>	<b>Maximum</b>

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**Marks: 100**

**Attempt all the questions.**

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

- Q 1.** How do you distinguish Cross-merchandising from merchandise? Which factors would you suggest for a retailing unit to consider for procuring merchandising and why? **(10)**
- Q 2.** Discuss the major elements of the Sales of goods act 1930. **(10)**
- Q 3.** Describe various security aspects involved in retailing. **(10)**
- Q 4. (a)** The internet is revolutionizing the world of retail both in terms of the way we shop and the prices we are paying. Comment.
- (b)** What do you mean by Business Ethics? Explain the ethical dimensions of retailing. **(10)**
- Q 5.** Describe the stages in consumer decision making process in purchasing with examples. **(10)**
- Q 6.** What is merchandise mix? Describe various factors affecting merchandise mix decisions. **(10)**
- Q7.** Would you suggest e-tailing or retailing in India? Explain why? **(10)**

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

- Q 8. (a)** What do you understand by the term retailing? Explain the emerging trends in Indian retailing.
- (b)** Discuss the factors influencing retail consumer behaviour. **(15)**
- Q 9. (a)** How can one build a career in retailing trade? Discuss some of the popular forms of retail employment.
- (b)** What are the benefits of managing ethics in the workplace? **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-002</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Marketing and Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-002/TMA/2022-23</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 retail marketing? Explain the importance of retail marketing. (10)
2. Discuss the factors which affect the nature of consumer decision marketing. (10)
3. What is personal selling? Explain the essential elements of personal selling. (10)
4. What is needs? How needs are different from wants? Explain. (10)
5. What are the steps in individual selling? How are they different from the B2B? (10)
6. What is “**SPIN**” selling? Explain. (10)
7. Explain various categories of advertising with specific examples. (10)

**(B) Essay Type Questions**

8. What are the different promotional methodologies for a store? (15)
9. What is In -store promotion and how do retailers communicate promotion? (15)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL-003</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Management Perspectives &amp; Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-003/TMA/2022-23</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 are the functions of management? Explain with illustrations. **(10)**
2. What is planning? Explain we planning process. **(10)**
3. What is organization structure? Discuss different types of organization structure. **(10)**
4. What is the decision making process? Explain the various of decision making? **(10)**
5. Define leadership? Explain the functions of leadership. **(10)**
6. Explain various stages in control process in your retail company. **(10)**
7. Discuss the accounting concepts and conventions. **(10)**

**(B) Essay Type Questions**

8. What is the listening? Explain the listening and good listening habits. **(15)**
9. What is we non-verbal communication? Explain its importance of communication process. **(15)**

## TUTOR MARKED ASSIGNMENT (TMA)

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<b>Course Code</b>	:	<b>BRL-004</b>
<b>Course Title</b>	:	<b>Customer Service Management</b>
<b>Assignment Code</b>	:	<b>BRL-004/TMA/2022-23</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is word-of-mouth communication? Explain its importance to a retailer. **(10)**
2. Describe the attributes of a successful team? **(10)**
3. Building customer loyalty is not easy; it requires trained staff and problem-solving skills to reach out to the customers. Comment. **(10)**
4. Describe the ways through which customer loyalty can be effectively built? **(10)**
5. Discuss the prerequisites for selling from a salesperson's point of view? **(10)**
6. Service recovery is a combination of the variety of activities that need to work together. Comment. **(10)**
7. **Write a short note on the following:** **(10)**
  - (a) Barriers to customer service
  - (b) Customer Experience Management

**(B) Essay Type Questions**

8. (a) Briefly explain the reasons for the customer grievance due to employee interaction. **(8+7)**  
(b) What are the five stages in the customer complaint management process?
9. What are the ways through which a company builds a positive culture among employees in a Retail Store? Discuss with examples. **(8+7)**