

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

**ASSIGNMENTS
2022-23**



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



Tutor Marked Assignment (TMA)

Second 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-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 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)

Course Code	:	BRL-006
Course Title	:	Buying and Merchandising-1
Assignment Code	:	BRL-006/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by brand management? Describe various components of brand management. **(2+8)**
2. "The concept of category caption is helpful but it requires watch." Explain. **(10)**
3. Explain the importance of the merchandise planning in the retail business. Describe different factors that are taken into account for this purpose. **(5+5)**
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." Elaborate. **(10)**
6. Distinguish between:
 - (a) Fad Category and Fashion Category.
 - (b) Mark-up pricing and Mark-down pricing **(5+5)**
7. Explain the concept of open-to-buy. How is it helpful in increasing profits of a retail store? **(5+5)**

(B) Essay Type Questions

8. Explain different ratios that measure the performance of the store operations. **(15)**
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/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. (a) How do the changes in food retailing affect food prices?
(b) How performance appraisal is conducted in retail? What are its salient features? (5+5)
2. (a) What is the significance of depreciation on assets?
(b) What is the relationship between marketing and design? (5+5)
3. (a) What is the strategy behind the stores? Explain with the help of a suitable example
(b) Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives”. Explain. (5+5)
4. (a) How do customers evaluate customer service quality?
(b) What are the advantages and disadvantages of having a centralized warehouse? (5+5)
5. (a) Explain the challenges of space management and how you will maximize the profitability of your space.
(b) Explain the steps involved in Manpower Planning. (5+5)
6. (a) The longer you can keep your customer in the store, the more they will buy”. Explain in the light of the customer’s perspective.
(b) Distinguish between Strategic and Resultant Drivers. (5+5)
7. (a) What do you mean by Systems Frauds? explain.
(b) Explain the purpose and benefits of Standard Operating Procedures. (5+5)

(B) Essay Type Questions

8. Which are the major sources of goods shrinkage in a store? Explain them briefly. (15)
9. In how many groups the assets can be categorized based on usage. Also, explain each of the usage categories from a retail perspective. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-008
Course Title	:	HUMAN RESOURCES
Assignment Code	:	BRL-008/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is the importance of Human Resource Management in Retail organization? Explain. (10)
2. What is job analysis? Explain the methods of job analysis. (10)
3. What is meant by manpower planning? Explain the major objectives. (10)
4. Define recruitment? Discuss the marks demerits. (10)
5. What is meant by selection? Explain various steps in section process. (10)
6. What is the training? Explain the various methods in training. (10)
7. Define communication? Why is communication in the plays key role in the management. (10)

(B) Essay Type Questions

8. Explain what is meant by hierarchical nature of needs. Is this hierarchy rigid? Discuss with suitable examples. (15)
9. What is performance appraisal? Explain various performance appraisal methods. (15)

TUTOR MARKED ASSIGNMENT

COURSE CODE : **ECO-01**
COURSE TITLE : **BUSINESS ORGANISATION**
ASSIGNMENT CODE : **ECO-01/TMA/2022-2023**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

- 1.** What are the essential features of business? List different objectives of business. **(10+10)**
- 2.** What is capital structure? Describe factors that determine the capital structure. **(2+18)**
- 3.** Discuss various arguments in support of and against advertising. **(20)**
- 4.** Discuss the pervasiveness of risk in business. Describe briefly the management of business risks. **(10+10)**
- 5. Comment briefly on the following statements: (4×5)**
 - (a)** An entrepreneur is a good judge of which products will sell.
 - (b)** Stock exchange plays a very important role in the economic development of a country.
 - (c)** There are various reasons of the government participating in business.
 - (d)** The government company form of organization suffers from certain limitations.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOA- 001
COURSE TITLE	:	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOA- 001/TMA/2022-2023
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 limitations? (20)

2. "The best way of identifying the business choice is to go for a SWOT analysis". Explain this statement and make SWOT analysis of any business plan you propose to work upon. (20)

3. (a) List out the steps required in setting up a small enterprise. (10×2)

(b) "Entrepreneurs are dreamers as well as risk bearers". Comment.

4. (a) What is partnership? State its merits and demerits. (10×2)

(b) What factors would you consider before you start Editing and Proofreading?

5. **Write short notes on the following:** (5×2)

(a) Source of finance

(b) Business opportunity

6. **Differentiate between the following:** (5×2)

(a) Financial appraisal and Marketing appraisal

(b) Writing about facts and writing about opinions

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	AMK 01
COURSE TITLE	:	MARKETING
ASSIGNMENT CODE	:	AMK-01/TMA/2022-2023
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1.** What do you mean by market segmentation? Explain the importance of market segmentation. **(20)**

- 2.** What is product life cycle? Discuss the various stages in the life cycle of a product. **(20)**

- 3. Write short notes on the following:** **(4×5)**
 - (a)** Consumer Behavior
 - (b)** Trade Promotion
 - (c)** Ware housing
 - (d)** Services

- 4. Differentiate between the following:** **(4×5)**
 - (a)** Publicity and Advertisement
 - (b)** Selective Distribution and exclusive distribution
 - (c)** Broker and Commission agent
 - (d)** Retailer and Wholesaler

- 5. Comment briefly on the following statement:** **(4×5)**
 - (a)** Marketing is the most important activity of any business.
 - (b)** An effective system of physical distribution greatly helps a firm in achieving its marketing objectives.
 - (c)** Finding an appropriate brand name for a new product is a tricky job.
 - (d)** When a new product is launched in the market, the manufacturer enjoys flexibility in the matter of price setting.