

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

**ASSIGNMENTS
2023**

[Valid from 1st January 2023 to 31st December 2023]

Second Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2023

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-104**.

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 June 2023 Term End Examination they have to submit latest by in 15 March 2023.
2. Those students who are appearing in December 2023 exams. They should download the new assignment and submit the same latest by 15 October 2023.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-104
Course Title	:	Retail Management Perspectives and Communication
Assignment Code	:	BRL-104/TMA/2023
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is management and what are the major functions of management? Explain with suitable examples. **(10)**
2. What are the different types of organization structures available in retail? Explain them in detail with an example. **(10)**
3. Define leadership and their types. What are the essential traits of an effective leader? **(10)**
4. What is communication? Explain the different medium and barriers of communication. **(10)**
5. What is effective listening? What the barriers to the effective listening? **(10)**
6. What are the benefits of Listening. Discuss the types of listening and poor listening habits. **(10)**
7. What is customer communication management (CCM)? Explain the different types of customer communication with a suitable example. **(10)**

(B) Essay Type Questions

8. Define omni channel retail management? What is the difference between single, Multi and omni channel retail, explain with suitable examples? **(15)**
9. What is data driven management in retail? Explain the application of data in different departments of retail. **(15)**