

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

**ASSIGNMENTS
2022-23**

[Valid from 1st July, 2022 to 30th June, 2023]

First Semester



**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- 101, BRL-102, BRL-103, BRL-104, BCOE-141 and BEGAE-182** together.

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 December 2022 exams. They should download the assignment and submit the same latest by 15th October 2022.
2. Those students who are appearing in June 2023 Term End Examination they have to submit the assignment latest by in 15th March 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-101
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-101/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. 'A consumer undergoes different stages while taking purchase decision'. In the light of this statement, briefly explain the consumer decision making process with suitable examples. (10)
2. How do you distinguish modern retail formats from traditional formats? Explain with examples. (10)
3. Explain various factors involved in pricing strategy along with suitable examples. (10)
4. Describe the importance of atmosphere in retail marketing mix. Discuss the salient features of atmosphere in grocery stores. (10)
5. How can we measure the profitability of a retail store? Explain how can performance of a retail store be monitored? (10)
6. Explain the applications of various technologies in store management. (10)
7. Discuss various specific set of skills and capabilities which are required for retailing. (10)

(B) Essay Type Questions

8. Briefly explain various legislations that govern retail industry. Also describe their impact on the retail industry. (15)
9. (a) Discuss in detail the various rural retailing formats. (7½)
(b) What do you understand by the franchising concept? Briefly describe various types of franchising in retailing. (7½)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-102
Course Title	:	Introduction to Retail Marketing
Assignment Code	:	BRL-102/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the process you would undertake to market your own retail outlet which has been recently launched. You can make valid assumptions. **(10)**
2. What is personal selling? Explain the essential elements of personal selling. **(10)**
3. Explain various categories of advertising with specific examples. **(10)**
4. What is In-store promotion and how do retailers communicate promotion. **(10)**
5. Write about the social media marketing and discuss the SEO in social media marketing. **(10)**
6. What do you understand by the term "marketing mix"? Explain with an examples. **(10)**
7. What are the types of decision-making processes? Explain with an examples. **(10)**

(B) Essay Type Questions

8. What are the steps in individual selling? How are they different from the B2B? **(15)**
9. What is "SPIN" selling? Explain. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-103
Course Title	:	Store Operations- I
Assignment Code	:	BRL-103/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. (a) Discuss the advantages of using demographic and psychographic segmentation. (5+5)
(b) Distinguish between strategic and resultant drivers.
2. (a) Explain the qualities of a good cashier with the help of an example. (5+5)
(b) How the changes in food retailing affect food prices?
3. (a) “In store, design is proportionately related to profitability”. Discuss. (5+5)
(b) Critically analyze the association between store operation, store environment, productivity, and profitability in retail operations.
4. (a) “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)
(b) In how many groups the assets can be categorized based on usage? Also, explain each of the usage categories in a retail perspective.
5. (a) Explain the salient steps to be taken in planning and designing a stores layout. (5+5)
(b) Define the terms customer and consumer and explain them with an example.
6. (a) What important principles have to be followed as a good corporate citizen by retailers while doing recruitment? (5+5)
(b) What are the different ways in which to optimization of space availability is achieved?
7. (a) Define the space planning concept? What process one must follow for a well-defined space planning concept? (5+5)
(b) What important steps are followed in setting up an SOP?

(B) Essay Type Questions

8. What information is required to successfully manage the supply chain? Explain each of these elements briefly. (15)
9. What is the importance of organization structure in retail? explain the important tasks performed in retail. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-104
Course Title	:	Retail Management Perspectives and Communication
Assignment Code	:	BRL-104/TMA/2022-23
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Define leadership. What are the functions of leadership? Explain the different leadership styles. **(10)**
2. What is service encounter? What are the determinants of employee behaviour at service encounter? **(10)**
3. Explain the concept of Transactional analysis and its application to retail interactions. **(10)**
4. What is intercultural sensitivity? Explain the importance of Cross-Cultural Communication in retailing. **(10)**
5. How to use e-mail in retail communications? Explain the importance of technology in improving the effectiveness of communication. **(10)**
6. What are the benefits of Listening. Discuss the types of listening and poor listening habits. **(10)**
7. What is intercultural sensitivity? Discuss the specific characteristics of high context culture and low context culture? **(10)**

(B) Essay Type Questions

8. What is non verbal communication? Explain the various types of non-verbal communication process. **(15)**
9. What is accounting process? Explain the important books and accounts. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOE-141
COURSE TITLE	:	PRINCIPLES OF MARKETING
ASSIGNMENT CODE	:	BCOE-141/TMA/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- 1) How is the distinction between buyer and user meaningful to a marketer? (10)
- 2) Briefly explain the factors that affect the basic price of product or service? (10)
- 3) Discuss the basic purpose of changing the package? (10)
- 4) What are the functions of channels of distribution. Explain them. (10)
- 5) How is a retailer different from a wholesaler? (10)

Section – B

- 6) List out the tools used in trade promotion. (6)
- 7) What are the factors that determine the choice of media? (6)
- 8) What do you mean by services? Discuss its characteristics. (6)
- 9) Define rural marketing and challenges faced by rural marketers. (6)
- 10) What is Green Marketing? Discuss its importance. (6)

Section – C

- 11) **Write short notes on:** (10)
 - (a) Digital Marketing
 - (b) Merchant Agents
- 12) **Distinguish between:** (10)
 - (a) Selective distribution and exclusive distribution.
 - (b) Departmental store and Multiple shop.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BEGAE-182
COURSE TITLE	:	English Communication Skills
ASSIGNMENT CODE	:	BEGAE-182/TMA/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- 1) Write short notes on any four (150 words): (4 x 5 = 20)
- (a) Verbal Communication
 - (b) Essentials of a Good Group Discussion
 - (c) Characteristics of a Good Communication
 - (d) Homonyms and Homophones (with suitable examples)
 - (e) Preferred techniques of Reading for understanding a text.

Section – B

- 2) An International Conference is being organized by your institute. There are participants from different parts of the world. You happen to meet one such participant from London. Write a series of 8 (eight) dialogues exchanged between the two of you introducing yourself, your country and the socio-political situation of your countries during Pandemic. (10)
- 3) Make a presentation on the topic (any one). (10)
- (a) Online Education
 - (b) Education during Pandemic
 - (c) Effect of Pollution on Health
 - (d) Global Warming

Section – C

- 4) How can one be an active participant in a meeting? Discuss some of the etiquettes that must be followed while attending a meeting. (10)
- 5) List three recommendations on how a meeting should end and what should happen after a meeting. (10)
- 6) Distinguish between ‘Silent Reading’ and ‘Reading aloud’. Also explain the two techniques of reading needed for the proper understanding of a text. (10)
- 7) Explain the importance of shared assumptions between writer and reader. (10)
- 8) What is meant by efficient Reading? What are the characteristics of reading? (10)
- 9) A group of four students have been given the following topic for group discussion (any one) (10)
- (a) Climate Change
 - (b) Health & Pandemic
- Write out the discussion giving at least 3 turns to each student.