

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

**ASSIGNMENTS  
2021-22**



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



## **Tutor Marked Assignment (TMA) First Year**

### **ASSIGNMENTS – 2021 – 2022**

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 2021 and January 2022**). The validity is given below:

1. Those who are enrolled in **July 2021**, it is valid upto **June 2022**.
2. Those who are enrolled in **January 2022**, it is valid upto **December 2022**.

**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 15<sup>th</sup> March. Similarly for appearing in December Term-end Examination, you must submit assignments to the Coordinator of your study centre latest by 15<sup>th</sup> September.**

## **TUTOR MARKED ASSIGNMENT (TMA)**

---

<b>Course Code</b>	<b>:</b>	<b>BRL-001</b>
<b>Course Title</b>	<b>:</b>	<b>Overview of Retailing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-001/TMA/2021-22</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

**Maximum Marks: 100**

---

**Attempt all the questions.**

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

1. Explain the factors which are responsible for the growth of Retail in India with suitable examples. **(10)**
2. Discuss the functions of retailer and challenges for Retail in India. **(10)**
3. How would you distinguish modern retail formats from traditional formats? Substantiate your answer with suitable examples. **(10)**
4. Explain the merchandise mix and various factors affecting merchandise mix decision. **(10)**
5. Why do you think that store atmosphere plays a vital role in setting up a Retail Unit? Explain with suitable illustrations. **(10)**
6. Describe the factors which should be kept in mind while deciding about the choice of store locations and how government can evaluate these factors. **(10)**
7. Write notes on the following? **(10)**
  - a) Factors affecting the global sourcing decisions.
  - b) Issues relating to the security and pilferages

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

8. What are the stages that a consumer goes through the buying decision process? Explain with examples. **(15)**
9. What are the precautions that can be taken before adopting a new technology in a Retail Store? How do these precautions help in the adoption of a new technology in Retail Stores? **(15)**

## TUTOR MARKED ASSIGNMENT

---

<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/2021-22</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Marketing deals with customer solutions. Explain this concept in the light of retail marketing. **(10)**
2. What do you mean by Personal selling? Explain the importance of Personal selling from the point of view of manufacturers. **(10)**
3. State the influence of situational variables on shopping behavior in a planned shopping center? **(10)**
4. Explain Maslow's Hierarchy of Need. **(10)**
5. How can one differentiate between different stores and on what parameters? **(10)**
6. Explain Relationship selling with one example. **(10)**
7. Explain few strategies to be used for budget sourcing. **(10)**

**(B) Essay Type Questions**

8. How does advertising help in product promotion? Explain various categories of advertising with specific examples. **(15)**
9. What is In-Store promotion? Explain with examples. Trace the growth of In-Store Promotion in Today's retail environment. **(15)**

## TUTOR MARKED ASSIGNMENT

---

<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/2021-22</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Define Management and explain its essential features. **(10)**
2. What is the importance of planning in retail? Enumerate various steps in the planning process. **(10)**
3. Identify important leadership traits giving suitable examples. **(10)**
4. What is meant by accounting? Explain briefly various accounting concepts. **(10)**
5. Enumerate the communication objectives in an organisation. **(10)**
6. Explain the advantages of good listening. **(10)**
7. How can cross cultural communication be made effective? **(10)**

**(B) Essay Type Questions**

8. "A variety of perceptual biases may interface with effective decision making". Elaborate. **(15)**
9. What do you mean by non-verbal communication? Discuss common types of non-verbal communication. **(15)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

---

<b>Course Code</b>	<b>:</b>	<b>BRL-004</b>
<b>Course Title</b>	<b>:</b>	<b>Customer Service Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-004/TMA/2021-22</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Describe the concept of 'Single Bagger' and 'Double Bagger'? Distinguish between them. **(10)**
2. What are the various kinds of customer services? Discuss with the help of examples. **(10)**
3. Write notes on the following? **(10)**
  - a) Means of identifying the customer needs
  - b) Changing customer expectations
4. List out the perquisites of selling. Briefly explain each of them. **(10)**
5. What are the various' customer contact points? Explain their importance for a Retailer? **(10)**
6. What do you mean by service quality management? Describe its benefits for a retail organization? **(10)**
7. Explain the different types of loyalty programmes giving suitable examples. **(10)**

**(B) Essay Type Questions**

8. How can a company build a positive culture among employees in a Retail Store? Discuss with examples. **(15)**
9. Explain the guidelines that you will follow in handling customer complaints with examples. **(15)**