

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

**ASSIGNMENTS
2021-22**



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



Tutor Marked Assignment (TMA) Second 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-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 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 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

Course Code	:	BRL-006
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-06/TMA/2021-22
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. What is meant by merchandising strategy? Explain its different components **(2+8)**
2. “Category Management meets customer needs better than standard brand management”. Elaborate. **(10)**
3. Explain the importance of the sales forecasting in the retail business. Describe different factors that are taken into account while making it. **(2+8)**
4. Explain the process of setting sales objectives. **(10)**
5. What is meant by Break Even Analysis? Explain the “Mark-up” method of pricing. **(5+5)**
6. Distinguish between: **(5+5)**
 - (a) Stock turn and stock to sales ratio
 - (b) Premium pricing and economy pricing
7. Why is assortment planning necessary for a successful business? Discuss the main guidelines for this purpose. **(5+5)**

(B) Essay Type Questions

8. Describe the important factors that should be considered while making the selection of a vendor. **(15)**
9. Describe briefly different retail price strategies. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-007
Course Title	:	Store Operations – I
Assignment Code	:	BRL-007/TMA/2021-22
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. (a) What is the importance of organization structure in retail? Explain the important tasks performed in retail. (5+5)
(b) Explain the challenges of space management and how you will maximize the profitability of your space.
2. (a) Distinguish between strategic and resultant drivers. (5+5)
(b) Evaluate the nature of decision making within retail organization pertaining to retail operations practices.
3. (a) What are the advantages and disadvantages of having a centralized warehouse? (5+5)
(b) “In store, design is proportionately related to profitability”. Discuss.
4. (a) How do you discriminate between conventional and contemporary retail formats. (5+5)
(b) Discuss the advantages of using demographic and psychographic segmentation.
5. (a) Explain the purpose and benefits of standard operating procedures. (5+5)
(b) What are the ways of preventing thefts and frauds?
6. (a) Which are the major sources of goods shrinkage in a store? Explain them briefly. (5+5)
(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.
7. (a) What is the importance of Product-Customer Matrix? (5+5)
(b) What is the significance of depreciation on assets?

(B) Essay Type Questions

8. Which are the important segmentation methods? Explain each one of them briefly with examples? (15)
9. What are the different ways in which to optimization of space availability is achieved? (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-008
Course Title	:	HUMAN RESOURCES
Assignment Code	:	BRL-008/TMA/2021-22
Coverage	:	All Blocks

Maximum Marks: 100

Note: Attempt all the questions.

(A) Short Type Questions

1. What is meant by Human Resource Management? What are its objectives? Explain the role of HRM in Retailing. **(2,4,4)**
2. Define Manpower Planning? How can it be made effective? Explain. **(3,7)**
3. What is meant by selection of an employee in a Retail Organisation? Describe the steps involved in the induction process of an employee. **(4,6)**
4. Differentiate between the following: **(5,5)**
 - (a) Recruitment and Selection
 - (b) Herzberg's Theory and Need Hierarchy Theory of Motivation
5. Write short notes on any two of the following: **(5,5)**
 - (a) Motivation
 - (b) Human resource Information System
6. What is Job Analysis? Explain the methods of job analysis in detail. **(3,7)**
7. Discuss the importance and methods of training in an retail organisation. **(4,6)**

(B) Essay Type Questions

8. What are the various means of communication? Discuss the important aspects to make communication effective. **(6,9)**
9. State the main causes of Grievance? Explain it procedure in detail. **(6,9)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	ECO-01
COURSE TITLE	:	BUSINESS ORGANISATION
ASSIGNMENT CODE	:	ECO-01/TMA/2021-2022
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1.** Briefly explain various sources from which companies may raise long term capital **(20)**

- 2.** “Company form of organization is the most ideal form for all types of business.” Discuss. **(20)**

- 3.** Distinguish between the following: **(2X10)**
 - (a)** Primary market and Secondary market
 - (b)** Public limited company and Co-operative organization

- 4.** Write short notes on the following: **(2X10)**
 - (a)** Listing of a security on a stock exchange
 - (b)** Entrepreneurship and characteristics of an entrepreneur

- 5.** Comment very briefly on the following statements: **(4X5)**
 - (a)** There is no element of risk in business.
 - (b)** Loans are sanctioned for short term only.
 - (c)** There is no difference between the money market and capital market.
 - (d)** All the business risks are insurable.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOA- 01
COURSE TITLE	:	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOA- 01/TMA/2021-2022
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. Discuss the various forms of business organisations with their respective merits and demerits. **(20)**

2. What is a report? Describe the process of report writing. What rules are to be kept in mind for writing reports? **(20)**

3. (a) Explain the basic steps required in setting up a small business unit? **(10X2)**
(b) Who is an entrepreneur? Discuss the qualities required to become a successful entrepreneur.

4. (a) What is a paragraph? Explain the important components of paragraph with suitable examples. **(10X2)**
(b) You are in charge of purchase for ABC automobiles. Last week you made an order with Aero Enterprises, which is still pending. Write a letter to the manager of Aero Enterprises for the cancellation of the order due to delay.

5. **Write short notes on the following:** **(5X2)**
(a) Business blueprint
(b) Memo

6. **Differentiate between the following:** **(5X2)**
(a) Facts and Opinions
(b) Private and Public limited company

TUTOR MARKED ASSIGNMENT

COURSE CODE : **AMK-01**
COURSE TITLE : **MARKETING**
ASSIGNMENT CODE : **AMK-01/TMA/2021-2022**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. What is marketing environment? Describe the macro environment and micro environment of marketing. (20)
2. What do you understand by the term “discounts and allowances”? Explain various types of discounts and allowances given by the manufacturer to various types of buyers with example. (20)
3. **Write short notes on the following:** (4X5)
 - (a) Societal Concept
 - (b) Brand Repositioning
 - (c) Consumer goods
 - (d) Advertising media
4. **Differentiate between the following:** (4X5)
 - (a) Related and Unrelated product diversification.
 - (b) Predatory pricing and Price discrimination
 - (c) Consumer Markets and Organisational Markets
 - (d) Push and Pull promotion strategies
5. **Comment briefly on the following statement:** (4X5)
 - (a) Skimming price is appropriate for a product that is a realinnovation.
 - (b) A company triesto stimulate sales during the maturity stage by adopting different modificationstrategies.
 - (c) Buying a product is a process encompassing different stages.
 - (d) A channel ofdistribution performs a variety of functions such as transactional, logistical and facilitating functions.