

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

**ASSIGNMENTS
2014-15**



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

Tutor Marked Assignment (TMA)

First Year

ASSIGNMENTS – 2014 – 15

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 2014 and January 2015.**) The validity is given below:

1. Those who are enrolled in **July 2014**, it is valid upto **June 2015**.
2. Those who are enrolled in **January 2015**, it is valid upto **December 2015**.

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-001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-001/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. Define retailing. What are the major factors influencing the growth of retail in India? (10)
2. Discuss the various stages of consumer buying decision process. (10)
3. What are the classification of retail formats in India? Explain the features in details. (5+5)
4. Describe relevant acts pertaining to retail industry. (10)
5. Explain the importance of technology in retail industry. How is technology helpful in customer relationship management? (5+5)
6. Describe various ethical dimensions of retail with suitable examples. (10)
7. Write short notes on: (5×2)
 - a) E-retailing
 - b) Rural Retailing

(B) Essay Type Questions

8. Discuss the key issues of financial management in retail industry. (15)
9. How can you justify that store design and visual merchandising play an important role in modern retail. Substantiate your answer with suitable examples. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL –002
Course Title	:	Retail Marketing and Communication
Assignment Code	:	BRL–002/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. What are the stages of consumer decision making and its impact on retail strategies? Specify with examples. (10)
2. Define personal selling. Explain the importance of personal selling from the point of view of customers and manufacturers. (10)
3. Explain the different types of sales presentations. (10)
4. What is sales promotion? How does it help in product promotion? (10)
5. What are the various services which a retail store can provide to a customer? (10)
6. What is in-store promotion? Explain with examples. (10)
7. Discuss the basic factors that should be kept in mind before designing any promotional strategy. (10)

(B) Essay Type Questions

8. What is in-store promotion and how do retailers communicate promotion? Also discuss the objectives of such promotional communication? (15)
9. In what ways the knowledge of consumer behavior is essential for the success of retail strategies and also discusses the factors that influence consumer behavior in retail banking. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL– 003
Course Title	:	Retail Management Perspectives & Communication
Assignment Code	:	BRL–003/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. Explain Henry Fayol's principles of modern management theory. (10)
2. Describe the steps in planning process that are applicable to all types of organization. (10)
3. Differentiate between centralized and decentralized structure of retail organization. (10)
4. Discuss and comment upon the four basic phases in decision making process in an organization. (10)
5. Explain the crucial issues of team building and team management. (10)
6. Give the proforma of Profit & Loss A/c and a Balance Sheet with the help of imaginary figures. (10)
7. Discuss the importance of Appearance and Artifacts in non verbal communication. (10)

(B) Essay Type Questions

8. Describe in detail various issues in designing of retail organization structure. Also discuss different aspects of an ideal retail organization structure. (9+6)
9. "By understanding the controlling function and its characteristics, a retailer can adopt suitable control mechanism to achieve the set objectives" comment upon the statement and describe various stages in control process. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-004
Course Title	:	Customer Service Management
Assignment Code	:	BRL-004/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. What are the major classification of customer services? Explain in detail. (10)
2. What are the various means for identifying consumer needs and wants? Explain with suitable examples. (10)
3. Explain the key areas of consumer experience management. (10)
4. How can retailer make the loyal customer? Describe major factors of customer loyalty. (10)
5. What are the benefits and attributes of team work? (10)
6. Explain the various ways to handle the customer grievances effectively? (10)
7. What is service quality? Explain about the two dimensions of service qualities. (10)

(B) Essay Type Questions

8. Discuss about the types of customer personality. What are the different closing methods that may work with different personality? (7+8)
9. Explain the importance and benefits of service recovery. What are different strategies for service recovery? (7+8)