

Bachelor of Business Administration  
(BBA) in Retailing  
II<sup>nd</sup> Year

ASSIGNMENTS  
2014-15



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

# Tutor Marked Assignment (TMA)

## Second 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-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 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 **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)

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<b>Course Code</b>	:	<b>BRL-006</b>
<b>Course Title</b>	:	<b>Buying and Merchandising-I</b>
<b>Assignment Code</b>	:	<b>BRL-006/TMA/2014-15</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type Questions**

1. What is meant by merchandise strategy? Explain its different components. (2+8)
2. What do you mean by brand? Explain its characteristics. (2+8)
3. "Category management is the process to maximize profits and enhance customer satisfaction." Elaborate. (10)
4. Explain the concept of stock to sales ratio. Give examples. (10)
5. Distinguish between the following:
  - (a) Global brand and Local brand
  - (b) Mark-up and mark-down pricing (5+5)
6. Explain the nine laws of price sensitivity. (10)
7. What is meant by assortment planning? Explain its three components. (2+8)

**(B) Essay Type Questions**

8. What is the importance of vendor in retailing? Describe various steps in its selection. (5+10)
9. Describe different methods for measuring the performance of a retail store giving suitable examples. (15)

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

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<b>Course Code</b>	<b>:</b>	<b>BRL-007</b>
<b>Course Title</b>	<b>:</b>	<b>Store Operation – I</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-007/TMA/2014-15</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type Questions**

1. Discuss the issues involved in understanding different types of customers in retailing. (10)
2. How do the customers evaluate their service quality? Explain with suitable examples. (10)
3. Explain in-detail about manpower planning, recruitment and sourcing of employees in modern Retail Stores. (10)
4. What are the ways to calculate inventory turnover ratio? (10)
5. Discuss the areas where theft and fraud may take place. What measures would you suggest to prevent them? (10)
6. What is the relation between Bar Code & Bar Gun? (10)
7. Specify some of the important tips for improving sales of the business. (10)

**(B) Essay Type Questions**

8. Explain the significance of managing merchandise quality. What are the main factors involved in establishing effective merchandise display. Discuss. (15)
9. What do you mean by Retail Business Drivers? How does it work? Explain the different types of drivers with relevance to transaction matrix. (15)

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

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<b>Course Code</b>	<b>:</b>	<b>BRL-008</b>
<b>Course Title</b>	<b>:</b>	<b>Human Resources</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-008/TMA/2014-15</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type Questions**

1. What is Human Resource Management? Explain the activities of HRM. How are they performed in a Retail Organization? (10)
2. What is Job analysis? What are its method? Discuss the factors affecting job analysis. (10)
3. “Manpower planning is a process of estimating the future needs of manpower”. Comment and discuss the process of manpower planning. (10)
4. What is selection? Distinguish between recruitment and selection. (10)
5. Define training? What is its importance? Describe the methods of on-the-job training. (10)
6. Discuss the barriers in communications. How an organization can overcome these barriers? (10)
7. Explain Herzberg’s two factors theory and differentiate it with Maslow’s theory. (10)

**(B) Essay Type Questions**

8. What do you mean by performance appraisal? Discuss the modern methods of performance appraisal. (15)
9. (a) “A sound grievance procedure must contain some essentials features.” Explain  
(b) “HRIS has wide range of application in HR management”. Discuss (7+8)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>ECO - 01</b>
<b>Course Title</b>	<b>:</b>	<b>Business Organisation</b>
<b>Assignment Code</b>	<b>:</b>	<b>ECO – 01/TMA/2014-15</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Describe various sources to raise long term capital by a company. (20)
2. “Company form of organization is the most ideal form for all types of businesses.” Discuss. (20)
3. Differentiate between the following: (10×2)
  - (a) Primary market and secondary market
  - (b) Wholesaler and Retailer.
4. What is stock exchange? Discuss. Also describe in detail its functions. (20)
5. Write short notes on the following. (5×4)
  - (a) Warehousing
  - (b) Departmental Organization
  - (c) Factors influencing choice of channel
  - (d) Advertisement.

## TUTOR MARKED ASSIGNMENT (TMA)

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<b>Course Code</b>	<b>:</b>	<b>BCOA-001</b>
<b>Course Title</b>	<b>:</b>	<b>Business Communication and Entrepreneurship</b>
<b>Assignment Code</b>	<b>:</b>	<b>BCOA-001/TMA/2014-15</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. (a) Entrepreneurship is nothing but a combined effect of innovation and its effective management.” Do you agree with this statement? Explain.  
(b) What are the different types of insurance? Explain the importance of insurance in uncertain clients. (10+10)
  
2. List out the complete range of words you are familiar with. Classify them into active vocabulary and passive vocabulary.  
(a) What are words you have added to your vocabulary  
(b) How many words have shifted from the passive list to the active list. (10+10)
  
3. Differentiate between the following: (5×4)  
(a) Entrepreneurship & Intrapreneurship  
(b) Innovation & Creativity  
(c) Financial Appraisal and Marketing Appraisal.  
(d) Cash Book and Ledger
  
4. Briefly comment on the following: - (5×4)  
a) Entrepreneurs play a key role in any economy  
b) Startup business ideas comes from entrepreneurs to help start your business  
c) Small scale industries are businesses that require few people to run  
d) Entrepreneurs are born not made
  
5. Write short notes on the following: (5×4)  
a) Corporate Entrepreneurial Strategies  
b) Significance of Business plan  
c) Venture Capitalist  
d) Vocational skills

## **TUTOR MARKED ASSIGNMENT**

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**Course Code** : **AMK-01**  
**Course Title** : **Marketing**  
**Assignment Code** : **AMK-01/TMA/2014-15**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Discuss various branding strategies available to marketers. Also discuss their relative merits and limitations. (20)
  
2. (a) State the task of physical distribution system and explain them in detail.  
(b) What is sales promotion? Describe various tools of sales promotion at consumer's level. (20)
  
3. Describe promotion mix with suitable examples. Also explain the elements of promotion mix with their advantages and disadvantages. (20)
  
4. Differentiate between the following: (5×4)
  - (a) Sales promotion and personal selling
  - (b) Product mix and product line
  - (c) Departmental stores and super markets
  - (d) Quantity discount and cash discount
  
5. Write short notes on the following: (5×4)
  - (a) Product life cycle
  - (b) Price discriminations
  - (c) Intensity of distribution
  - (d) Micro environment of marketing