

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

**ASSIGNMENTS
2014-15**



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

Tutor Marked Assignment (TMA)

Third 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-010, BRL-011, BRL-012, BRL-013 and BRL-015 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-010
Course Title	:	Buying and Merchandising- II
Assignment Code	:	BRL-010/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. What is process of merchandising? Explain the role of merchandiser. (10)
2. What are the objectives of buying? Explain the buying behavior of retailers, with examples. (10)
3. What do you mean by operating profit? How is it calculated? (5+5)
4. Define mark-up. Explain its importance in retail business. (5+5)
5. What is the method of calculating the discount and reduction? Explain with suitable examples. (10)
6. What is meant by stock turnover? How is average stock value calculated for a given time period? (10)
7. Write short notes on: (5×2)
 - a) OTB (Open to buy)
 - b) Stock management at the front and back end.

(B) Essay Type Questions

8. Explain various types of reductions offered by retail store. How is reduction percentage calculated? (15)
 9. What is 'unit planning? How is it useful in replenishment? Explain in details. (15)
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TUTOR MARKED ASSIGNMENT (TMA)

Course Code : **BRL-011**
Course Title : **Retail Operations and Store Management-II**
Assignment Code : **BRL-11/TMA/2014-15**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. How Information on store operations allow retailers to maximize the profitability of their sales channels and empower executives. Discuss. (10)
2. How is gross margin calculated in a store? Discuss with the help of hypothetical example in retail store. (10)
3. What is selling and what is not? Explain in Retail Operations and Store management perspectives. (10)
4. What kind of merchandize mix is right for the retail store? Explain it with suitable examples. (10)
5. Briefly Comment on the Following: (5×2)
 - a) A retail manager is the person ultimately responsible for the day-to-day operations (or management) of a retail store.
 - b) A store manager must meet monthly, quarterly, or annual sales goals, depending on the company's fiscal cycle.
6. Distinguish between the following : (5×2)
 - a) Order and Challan
 - b) Scheme & Promotion
7. Write short notes on the following (5×2)
 - a) Tracking Budget Expenses
 - b) Pricing, Vendor Relationships

(B) Essay Type Questions

8. Identify current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements. (15)
9. Determine with the help of a suitable example how a marketing strategy changes occurs in a retail stores. What are their impacts on the end user? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code : **BRL-012**
Course Title : **Visual Merchandising & Store Management**
Assignment Code : **BRL-12/TMA/2014-15**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. Discuss the essential features of visual merchandising? Also explain the prerequisites while planning for visual merchandising. (10)
2. What is meant by store ambience? Explain in detail the elements to be taken care while finalizing a store ambience. (10)
3. What do you mean by mannequins? Discuss its different types in detail. (10)
4. What do you mean by balance? Explain the different types of balance while planning to display the merchandise in a store. (10)
5. Discuss various types of retail formats with suitable examples (10)
6. Discuss the salient features of display approach for apparels. (10)
7. What do you understand by display approaches for Home Fashion? (10)

(B) Essay Type Questions

8. What are the main categories of in store merchandise presentation for fashion apparel? Discuss any two categories in details. (15)
9. What do you mean by white goods? Explain the display approach and presentation of white goods in a retail store. (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL - 013
Course Title	:	Customer Value Management
Assignment Code	:	BRL – 013/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is Customer Perception? How is it different from Customer expectation? (3+7)
2. Discuss the customer value hierarchy model. (10)
3. Explain the concept of customer value generation. (10)
4. What are the different levels of integration of marketing communication? Explain each of them. (10)
5. What is data mining? Why is it important for retailer? (4+6)
6. Explain the reasons for different approaches to service quality. (10)
7. What are the functions of POS Software? Explain its different types. (5+5)

(B) Essay Type Questions

8. Explain the concept of customer value management. Discuss the process of institutionalizing CVM in a retail business. (15)
9. Explain the different ways of classification of customers. Why is this classification necessary for the retailers? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-015
Course Title	:	IT Application in Retail
Assignment Code	:	BRL-15/TMA/2014-15
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Type Questions

1. Point-of-Sale (POS) is the physical location where goods are sold to customer. Elucidate. (10)
2. Highlight range of technology choices that are available for the retailers. (10)
3. What do you mean by Digital Signature? Discuss. (10)
4. Briefly Comment on the Following (5×2)
 - a) The product tag contains both a customer-writable EPC number and a factory-set.
 - b) Retail companies need to keep up with their constantly changing industry to stay viable and competitive.
5. Distinguish between the following: (5×2)
 - a) Transparency and Tracking
 - b) Front Office and Back Office
6. Write short notes on the following: (5×2)
 - a) Global Data Synchronization
 - b) Business Process Management
7. How Business intelligence software allows retailers to analyze profit and loss, including product sales analysis, operational expenditures? (10)

(B) Essay Type Questions

8. “A typical retail store has a variety of computing devices on-site, including barcode scanners, laptop computers, PDAs, and voice handsets.” Comment on this statement with the help of a suitable example. (15)
9. RFID (Radio Frequency Identification) has received a huge amount of attention in recent years, with many predicting that the technology will revolutionize everything from logistics to inventory processing to the customer experience. Elucidate the statements. (15)