

**Bachelor of Business Administration  
(BBA) in Retailing  
I<sup>st</sup> Year**

**ASSIGNMENTS  
2015-16**



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

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

### **ASSIGNMENTS – 2015 – 16**

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 2015 and January 2016.**) The validity is given below:

1. Those who are enrolled in **July 2015**, it is valid upto **June 2016**.
2. Those who are enrolled in **January 2016**, it is valid upto **December 2016**.

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

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Course Code	:	BRL-001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-001/TMA/2015-16
Coverage	:	All Blocks

**Maximum Marks: 100**

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**Attempt all the questions.**

**(A) Short Type Questions.**

1. Explain the differences between buyers and consumers. (10)
2. Classify the retail formats and explain them? (10)
3. What is sourcing-process? Identify factors affecting international sourcing and factors involved in negotiation. (10)
4. What are the key components of retail atmospheric? Explain the components in detail. (10)
5. What are the precautions which we should take care while handling the technology. (10)
6. Explain about the cash and carry concepts. (10)
7. Write short notes on:
  - a) Services retailing
  - b) Shrinkage(5+5)

**(B) Essay Type Questions**

8. Explain the existing legal complexities in the retail sector. (15)
9. What are the methods for setting retail price? Explain in details. (15)

## TUTOR MARKED ASSIGNMENT

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<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/2015-16</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 are the retail strategy and structure? Explain briefly. (10)
2. Discuss the factors affecting consumer decision making process? (10)
3. What is Personal Selling? Explain the importance of Personal Selling. (10)
4. Describe the term ‘Closing the Sales’ with suitable examples. (10)
5. What are the Retail Promotions and Communication Process? (10)
6. Describe the term ‘Retail Advertising’ and how is it effective in retail sector? (10)
7. Discuss the concept of store management and product specification. (10)

**(B) Essay Type Questions**

8. What is Sales Promotion and explain the objectives of Sales Promotion? Also discuss the Retail Promotion Techniques. (15)
9. What is Follow up and Complaints? How is Personal Selling Process important in a Retail Sector? (15)

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

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<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/2015-16</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 Henry Fayol’s principles of modern management theory. (10)
2. What are the various steps in Planning? Discuss. (10)
3. Describe the four phases in decision making process with suitable examples. (10)
4. How would you create effective teamwork? Discuss. (10)
5. Throw light on the double entry system of accounting. (10)
6. Differentiate between verbal and non verbal communication. (10)
7. Write a short note on Appearance and Artifacts. (10)

**(B) Essay Type Questions**

8. “Differences in culture can affect the level of trust and openness on communication with people of other cultures.” Comment upon the statement and give examples to support it. (15)
9. Explain the four possible positions of Transaction Analysis with suitable examples. (15)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>BRL-004</b>
<b>Course Title</b>	:	<b>Customer Service Management</b>
<b>Assignment Code</b>	:	<b>BRL-004/TMA/2015-16</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Customer service is an attitude, Explain. (10)
2. Explain about the characteristics of customer services? (10)
3. Explain the key areas of consumer experience management. (10)
4. What are the fundamental differences between retail and other forms of selling? (10)
5. What are the benefits and attributes of team work? (10)
6. What is service quality? What are the determinants of service quality? Explain in details. (10)
7. What is customer loyalty? How do you build customer loyalty in retail sector? (10)

**(B) Essay Type Questions**

8. What are various ways of handling customer objections? (15)
9. What are stated and unstated needs? How do you identify customer needs? Explain in details. (5+10)