

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

**ASSIGNMENTS
2015-16**



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

Tutor Marked Assignment (TMA) Second 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-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 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 **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-006
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-006/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Outline the principles of merchandising. (10)
2. What is meant by assortment planning? Explain different steps in merchandise assortment plan. (2+8)
3. Discuss briefly the category management 8 step cycle. (10)
4. Explain the concept of category life cycle. (10)
5. Describe the factors that determine retail pricing. (10)
6. "Right supplier is a crucial link in the retail chain." Elaborate. (10)
7. What is meant by global brand? What are its advantages? (2+8)

(B) Essay Type Questions

8. What is meant by stock objectives? Explain the factors that are followed in achieving this. (5+10)
9. Describe various retail pricing strategies. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-007
Course Title	:	Store Operation – I
Assignment Code	:	BRL-007/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Answer all questions.

1. (a) Explain the four ways of Retail Store Operations Solutions.
(b) Define Retail Customer. Describe the most frequently used bases of customer segmentation. (10+10)

2. (a) What do you mean by organizational structure of a retail firm? What are the steps you would like to suggest to develop an organizational structure in a retail firm?
(b) What is merchandise? Discuss the various issues involved in merchandise display and suggest important tips for effective display. (10+10)

3. (a) Discuss various issues and challenges being faced by the retailers in maintaining and managing of store space.
(b) Describe the qualities of a good cashier in retail stores. (10+10)

4. (a) Explain briefly various parameters in measuring the transaction matrix in retailing.
(b) What do you mean by 'promotion' in retailing? What are the various aspects to be taken into account to make successful promoters? Explain. (10+10)

5. Write brief notes on the following:
(a) Careers in Retailing
(b) Inventory Turnover in Retailing
(c) Standard Operating Procedure (SOP)
(d) Inventory Shrinkage in Retail Store (4×5)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-008
Course Title	:	Human Resources
Assignment Code	:	BRL-008/TMA/2015-16
Coverage	:	All Blocks

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 essential features.” Explain
(b) “HRIS has wide range of application in HR management”. Discuss (7+8)

TUTOR MARKED ASSIGNMENT

Course Code	:	ECO - 01
Course Title	:	Business Organisation
Assignment Code	:	ECO – 01/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What are the essential requisites of an ideal form of business organization? Explain the criteria for the selection of the form of organisation.

(20)

2. Differentiate between the following:
 - (a) Commerce and Industry
 - (b) Wholesalers and Retailers
 - (c) Public limited Company and Co-operative Organisation
 - (d) Primary Market and Secondary Market

(4×5)

3. Write short notes on the following:
 - (a) Listing of a security on a stock exchange
 - (b) Insurable business risk
 - (c) Warehousing
 - (d) Development Bank

(4×5)

4. What is channel of distribution? Discuss various factors which influence the choice of channel of distribution.

(20)

5.
 - (a) What is stock exchange? Explain its various functions.
 - (b) “There is no difference between money market and capital market”. Comment upon the statement.

(10+10)

TUTOR MARKED ASSIGNMENT

Course Code	:	BCOA-001
Course Title	:	Business Communication and Entrepreneurship
Assignment Code	:	BCOA-001/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all questions.

1. (a) What do you mean by social responsibilities? Discuss the social responsibilities of an entrepreneur towards the various section of the society.

(b) Do you think that legal requirements are necessary for establishment of a new unit? If so, explain with the help of an example. (10+10)
2. (a) What are the Principles of Effective Letter Writing? Explain with the help of an example.

(b) What is the importance of becoming an effective business communicator in today's changing workplace? (10+10)
3. Differentiate between **any four** of the following:
(a) Job Application Letter and Resume
(b) Group Discussion and Interview
(c) Personal Meeting and Online Meeting
(d) Management and Administration
(e) Active Voice and Passive Voice
(f) Internal and External Communication (4×5)
4. Briefly comment on **any four** of the following:
(a) Entrepreneurship can compliment and supplement economic growth.
(b) Taking one bad step can make or break your business, especially when it is still in the early stages of development.
(c) Entrepreneurship can generate employment opportunities.
(d) Business communication is the sharing of information between people within an organization.
(e) Face-to-Face communication helps to establish a personal connection and will help sell the product or service to the customer.
(f) Youth entrepreneurship is the need of the hour as the country has a vast population of youth. (4×5)
5. Write short notes on **any four** of the following:
(a) Small scale industry
(b) Venture capital
(c) Entrepreneurial behavior
(d) Listening skills
(e) Non-Government Organization
(f) Feasibility plan (4×5)

TUTOR MARKED ASSIGNMENT

Course Code	:	AMK-01
Course Title	:	Marketing
Assignment Code	:	AMK-01/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. (a) What is sales promotion? Describe the various sales promotion tools used by marketers.
(b) Explain the concept of product life cycle with suitable example.
(10+10)

2. Differentiate between the following:
(a) Marketing Mix and Promotion Mix
(b) Durable Goods and Non-durable Goods
(c) Sales Promotion and Personal Selling
(d) Selling Concept and Production Concept of Marketing
(4×5)

3. Comment on the following statements:
(a) Packaging is not different from labeling
(b) Trademark can be copied by another manufacturer
(c) Penetration pricing is a profitable strategy
(d) Market segmentation is required for effective marketing
(4×5)

4. Define culture. How does it influence consumer behavior? Explain with example.
(20)

5. Write short notes on the following:
(a) Objectives of Pricing
(b) Break even point analysis
(c) F.O.B. Factor Pricing
(d) Price discrimination
(4×5)