

**Bachelor of Business Administration  
(BBA) in Retailing  
III<sup>rd</sup> Year**

**ASSIGNMENTS  
2015-16**



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

# **Tutor Marked Assignment (TMA)**

## **Third 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-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 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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<b>Course Code</b>	<b>:</b>	<b>BRL-010</b>
<b>Course Title</b>	<b>:</b>	<b>Buying and Merchandising- II</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-010/TMA/2015-2016</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 gross margin? Discuss the concept of gross margin. (10)
2. What is buying and objectives of buying? Explain about the buying behavior of retailers. (10)
3. What do you mean by mark-up? Explain the importance of mark-ups. (10)
4. Define retail pricing. What are the factors affecting retail pricing? (10)
5. What is the method to calculate the discount and reduction? Explain it by giving example. (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:
  - a) Stocks on the floor
  - b) Visual merchandising.(5+5)

**(B) Essay Type Questions**

8. What is inventory? What are the methods of inventory valuations? (15)
  9. Explain the importance of the merchandise plan and its formats. (15)
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## TUTOR MARKED ASSIGNMENT

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**Course Code** : **BRL-11**  
**Course Title** : **Retail Operations and Store Management-II**  
**Assignment Code** : **BRL-11/TMA/2015-16**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What are the ways to improve visibility into store inventory? (10)
2. “Retailers must be ready now as control has clearly shifted to consumers.” Do you agree/disagree with the statement? Elucidate. (10)
3. How Supply Chain Management encompasses the planning and management of all activities involved in sourcing and procurement and conversion? (10)
4. Distinguish Between the following:  
a) Up-sell and Cross-sell  
b) Store and E-store (5+5)
5. Write short notes on the following:  
a) Multichannel Retailing  
b) Emporium (5+5)
6. Briefly Comment on the following:  
a) Inventory management is a costly and time-consuming activity for any retail organization.  
b) Stores play significant role in execution of the Commerce (5+5)
7. List down the process or steps involved for merchandise planning. (10)

**(B) Essay Type Questions**

8. What do you mean by a Tag? Whether Consumers should have the choice of allowing the tag to remain activated, or of turning off and disposing of the tag after purchase, Elucidate. (15)
9. How Retailers can gain real-time detailed information on their stock through an on-going automatic scan system in warehouses and stores? Explain with the help of suitable examples. (15)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>BRL-12</b>
<b>Course Title</b>	:	<b>Visual Merchandising &amp; Store Management</b>
<b>Assignment Code</b>	:	<b>BRL-12/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. Discuss the essential features of visual merchandising. (10)
2. What do you mean by store layout? Discuss the different types of store layout? (10)
3. What do you mean by window displays? What are its different types? (10)
4. Discuss how does colour act as a tool of communication. (10)
5. How do you place a product categories/board on layout in new store? (10)
6. Explain the feature of Mall, Departmental store and Neighborhood grocery stores. (10)
7. Discuss the comparative study across retail formats. (10)

**(B) Essay Type Questions**

8. Describe the concepts of In-store Merchandise Presentation for Home fashion? (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

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Course Code	:	BRL - 013
Course Title	:	Customer Value Management
Assignment Code	:	BRL – 013/TMA/2015-16
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short types questions.**

1. What do you mean by customer perception? What are the benefits of positive perception of customer to a retailer?  
(5+5)
  
2. (a) Why is it important to understand customer knowledge?  
(b) Explain briefly the different types of customer knowledge.  
(5+5)
  
3. (a) What is the role of Social Networking in communication?  
(b) What is Special Customer Service?  
(5+5)
  
4. What is positioning? Discuss the various categories on which a retailer can position himself.  
(3+7)
  
5. Explain the concept of service recovery with example. What are different steps of service recovery?  
(5+5)
  
6. What is Bar Coding System? What are its advantages?  
(5+5)

**(B) Essay types questions.**

7. Discuss in detail the various determinants of customer value.  
(20)
  
8. Explain the various tools to communicate the value to the customers.  
(20)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>BRL-15</b>
<b>Course Title</b>	:	<b>IT Application in Retail</b>
<b>Assignment Code</b>	:	<b>BRL-15/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. What are the impacts of the mobile and social networking on customer browsing and buying behaviour? (10)
2. How do digital signatures facilitate Electronic Funds Transfer (EFT)? Explain. (10)
3. “Smart phones and tablets play an important role in retail buying and selling”. Elucidate (10)
4. What do you mean by Virtual Private Network (VPN)? How is it helpful in retailing? (10)
5. Distinguish Between the following:
  - a) Cross channel customer and Multi channel customer
  - b) Traditional Bar Code and an RFID/EPC tag(5+5)
6. Write Short Notes on the following:
  - a) Online Retail Store
  - b) Cash Drawer(5+5)
7. Briefly comment on the following:
  - a) Retailing today is one of the largest, most buoyant and most competitive market sectors.
  - b) Retail BI applies the principles of product affinity and market basket analysis to point- of-sale data.(5+5)

### **(B) Essay Type Questions**

8. Elaborately explain how POS transaction is helpful in capturing a variety of devices through the following heads.
  - a) Computers
  - b) Cash Registers
  - c) Optical
  - d) Bar Code Scanners
  - e) Magnetic Card Readers(5×3)
9. What do you mean by a retail reporting? What are the various obstacles to effective retail reporting? Discuss them in detail. (5+10)