

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

**ASSIGNMENTS  
2016-17**



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

# **Tutor Marked Assignment (TMA)**

## **First Year**

### **ASSIGNMENTS – 2016 – 17**

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 2016 and January 2017**). The validity is given below:

1. Those who are enrolled in **July 2016**, it is valid upto **June 2017**.
2. Those who are enrolled in **January 2017**, it is valid upto **December 2017**.

**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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**Course Code** : BRL-001  
**Course Title** : Overview of Retailing  
**Assignment Code** : BRL-001/TMA/2016-17  
**Coverage** : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions**

### **(A) Short Type Questions**

1. What is retailing? Explain the factors influencing the retailing in India. (10)
2. Describe the factors influencing the retail buying behavior. (10)
3. What is Merchandising? Explain the various ways of merchandising management. (10)
4. How is security important in retail? Explain the security aspects in retailing. (10)
5. Discuss the precautions which should be taken while handling the technology. (10)
6. Describe the key issues of Financial Management in Retailing (10)
7. Write Short notes on:  
(a) Shrinkage  
(b) E-tailing (5+5)

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

8. Explain the application of technology in the retail sector. (15)
9. What do you understand by ethics in retailing? Explain the areas of ethics in retailing. (15)

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **BRL –002**  
**Course Title** : **Retail Marketing and Communication**  
**Assignment Code** : **BRL–002/TMA/2016-17**  
**Coverage** : **All Blocks**

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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. Describe the factors which are affecting the consumer decision making process? (10)
3. What is Personal Selling? Explain the importance and objectives of Personal Selling. (10)
4. Describe the term 'Closing the Sales' in detail and also discuss the effective of sales promotion. (10)
5. Explain the Retail Promotions and Communication Process and also discuss the Point of Sales (POS). (10)
6. Describe the term 'Retail Advertising Display Material'. How is it effective in retail sector? (10)
7. Discuss the concept of store management and product specification and explain types of stores. (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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**Course Code** : **BRL– 003**  
**Course Title** : **Retail Management Perspectives & Communication**  
**Assignment Code** : **BRL–003/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

### **(A) Short Type Questions**

1. Discuss the essential features of management. (10)
  
2. “There is no universally applicable planning process but broadly it can be explained as an eight step planning process.” Discuss. (10)
  
3. Differentiate between:  
  
(a) Centralization Vs Decentralization  
(b) Verbal (oral) Vs Non verbal (5+5)
  
4. Describe the phases in decision making process. (10)
  
5. What are the various types of team that exist in an organization. Explain. (10)
  
6. Discuss the requisites of effective control. (10)
  
7. What is Double Entry System of Accounting? Discuss with examples. (10)

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

8. Describe the major objectives of communication in a retail organization. (15)
  
9. As an employee of a retail firm, you may come across a variety of people with a variety of culture and cross-culture. Explain the tips for effective cross culture communication in a retail firm. (15)

## TUTOR MARKED ASSIGNMENT (TMA)

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**Course Code** : **BRL-004**  
**Course Title** : **Customer Service Management**  
**Assignment Code** : **BRL-004/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type Questions**

1. What is Customer service? Explain about the need and importance of customer service. (10)
2. Describe the different categories of customer services. How do they lead to customer satisfaction? (10)
3. Explain various types of Customer personalities? (10)
4. Describe the different ways of handling customer objections? (10)
5. Discuss the benefits and attributes of team work? Substantiate your answer with suitable example. (10)
6. Describe the various determinants of service quality. (10)
7. Describe effective customer care and positive sales attitude. Do you think that they facilitate sales? (10)

**(B) Essay Type Questions**

8. What are the types of customer loyalty? How is it important in retailing? (15)
8. What are the benefits of service recovery? Explain the strategies for service recovery. (5+10)