

**Bachelor of Business Administration  
(BBA) in Retailing  
II<sup>nd</sup> Year**

**ASSIGNMENTS  
2016-17**



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

# **Tutor Marked Assignment (TMA) Second 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-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 2016** and **January 2017**)  
The validity is given below:

1. Those who are enrolled in **July 2016**, it is valid up to **June 2017**.
2. Those who are enrolled in **January 2017**, it is valid up to **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-006**  
**Course Title** : **Buying and Merchandising-I**  
**Assignment Code** : **BRL-006/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Define “merchandising”. Discuss its principles.  
(2+8)
  
2. “Merchandise Management is the science to determine the best way to stock, display and sell goods at a retail store.” Elaborate.  
(10)
  
3. What is the importance of budget planning in retail? Discuss briefly various steps involved in it.  
(10)
  
4. Why is sales forecasting important in retail? Explain various factors on which a sale forecasting is based.  
(2+8)
  
5. Distinguish between the following:  
(a) Stock turn and stock to sales ratio  
(b) Penetration pricing and economy pricing  
(5+5)
  
6. What do you mean by assortment planning? Discuss the importance of principle “right product, right place and right time” giving suitable examples.  
(5+5)
  
7. Explain the factors to be taken into account while making selection of a vendor.  
(10)

**(B) Essay Type Questions**

8. Explain the concept of “Turn Returns into Sales.” Discuss the customer service skills to achieve this objective.  
(5+10)
  
9. What is the role of brand in pushing up the retail business? Describe briefly the global brand and its benefits and variables.  
(5+5+5)

## TUTOR MARKED ASSIGNMENT (TMA)

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**Course Code** : **BRL-007**  
**Course Title** : **Store Operations – I**  
**Assignment Code** : **BRL-007/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Answer all questions.**

1. (a) “Retail Business is still dominated by small family-run stores.” Give your view with the help of real life scenario.  
  
(b) What learning you have from the Big Bazar case study? Give your comments. (10+10)
2. (a) Explain the types of retail customers with suitable examples.  
  
(b) Discuss the issues involved in human resource management in retail store operations. (10+10)
3. (a) Explain the different forms of display methods used in a retail store and suggest the important tips for effective display.  
  
(b) Explain the various issues of space management in retail store operations and how you will maximize the profitability by optimum utilization of the space. (10+10)
4. (a) Discuss the role of technology for effective functioning of retail stores.  
  
(b) What are the various activities and issues involved in making promotion successful in retail business? Describe in detail. (10+10)
5. Write a short notes on the following:
  - (a) Shrinkage and loss prevention
  - (b) Transaction matrix
  - (c) Deactivators and Detaches
  - (d) Merchandise Management

(4×5)

## TUTOR MARKED ASSIGNMENT (TMA)

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**Course Code** : BRL-008  
**Course Title** : Human Resources  
**Assignment Code** : BRL-008/TMA/2016-17  
**Coverage** : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Define Human Resource Management. What are its core elements? Discuss the role of HR manager in a Retail Organization. (10)
2. What do you mean by job analysis? Explain the components of job analysis with reference to a Retail Store. (10)
3. What is manpower planning? What are its objectives? Discuss the model of manpower planning. (10)
4. Differentiate between the following:  
(a) Recruitment and Selection  
(b) Training and Development (5+5)
5. Define communication. Discuss the barriers in communication. How an organization can overcome these barriers. (10)
6. What is meant by motivation? Briefly explain the need hierarchy theory of motivation. (10)
7. What do you understand by Performance Appraisal? Discuss the steps involved in the process of Performance Appraisal. (10)
8. "A sound grievance procedure must contain essentials features." Explain. (15)
9. Write short notes on the following:  
(a) Employee-Exit  
(b) Component of Human Resource Information System (HRIS)  
(c) Principles of HR Record Keeping

(5×3)

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **ECO - 01**  
**Course Title** : **Business Organization**  
**Assignment Code** : **ECO – 01/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. “Business may be owned by an individual or a group of persons.” In the light of the above statement enlist different forms of business organizations and explain how they are different from each other.

(20)
2. “A business organization requires both long term and short term capital which can either be on the form of ownership capital and borrowed capital.” Comment upon the statement with hypothetical example.

(20)
3. What is Foreign Trade? What are Import Trade, Export Trade and Entrepot Trade? Discuss its importance and the related problems in Foreign Trade.

(20)
4. Explain the pervasiveness of risks in business. Describe various types of business risks and the steps involved in managing business risk.

(20)
5. Write notes on the following:
  - (a) Instruments of Government Control
  - (b) Departmental Organization
  - (c) Features of public institutions
  - (d) Government companies

(4×5)

## TUTOR MARKED ASSIGNMENT (TMA)

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**Course Code** : **BCOA-001**  
**Course Title** : **Business Communication and Entrepreneurship**  
**Assignment Code** : **BCOA-001/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

### Attempt all questions

1. "Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a start-up company, offering a product, process or service for sale or hire". Elucidate with the help of a suitable example. (20)
2. "Letter writing is a prized skill in the world of work. The higher you advance in your career, the more you will need to write letters". Elucidate with the help of any kind of Letter format which can give a clear picture of Business Letter" (20)
3. Differentiate between **any four** of the following: (4x5)
  - a) Licensing and Franchising
  - b) Formal and Informal communication
  - c) Bio-data and Curriculum Vitae
  - d) Commerce and E-Commerce
  - e) Entrepreneur and Intra-preneur
  - f) Long-term and Short-term vision
4. Briefly comment on **any four** of the following: (4x5)
  - a) The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes
  - b) The entrepreneur is commonly seen as an innovator — a designer of new ideas and business processes
  - c) The size of management can range from one person in a small organization to hundreds or thousands of managers in multinational companies.
  - d) All organizations have a management structure that determines relationships between the different activities and the members, and subdivides and assigns roles, responsibilities, and authority to carry out different tasks.
  - e) When starting a business it is very important to make that there is strong leadership in the organization to make sure everything runs smooth.
  - f) A business plan is a written description of your business's future, a document that tells what you plan to do and how you plan to do it.
5. Write short notes on **any four** of the following: (4x5)
  - a) Cross-cultural management
  - b) Incubators
  - c) Innovation
  - d) Techno-preneurship
  - e) Report Writing
  - f) Booklet

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **AMK-01**  
**Course Title** : **Marketing**  
**Assignment Code** : **AMK-01/TMA/2016-17**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Explain in detail the (i) Production (ii) Product (iii) Sales (iv) Marketing and (v) Societal Marketing concepts of marketing adopted by any business organization. (20)
2. Classify the products. Explain how this classification helps the markets in formulating marketing mix strategies. (20)
3. (a) What do you mean by a channel of distribution. Explain with suitable example.  
(b) Discuss the functions of channel of distribution. (10+10)
4. Discuss the concept of Promotion Mix. Also discuss the factors affecting the promotion mix. (8+12)
5. The following three new products have been introduced in the market. As a marketing expert, do you suggest market skimming price or market products? Give reasons for your suggestions.  
(a) New vaccine for AIDS treatment  
(b) 40 inch LCD TV  
(c) Car in the middle range segment (20)