

**Bachelor of Business Administration
(BBA) in Retailing
3rd Year**

**ASSIGNMENTS
2016-17**



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

Tutor Marked Assignment (TMA) Third 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-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 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 **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

Course Code	:	BRL-10
Course Title	:	Buying and Merchandising- II
Assignment Code	:	BRL-010/TMA/2016-2017
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising? Describe the key elements of merchandising. (10)
2. Discuss the objectives of buying process. (10)
3. What is Operating Profit? Explain it with suitable example. (10)
4. What is Inventory? Explain the methods of inventory valuations. (10)
5. What is the importance of merchandise plan? Describe its format. (10)
6. Describe the methods of inventory valuations. (10)
7. **Write short notes on:**
 - (a) Markdowns
 - (b) Gross Margin(5+5)

(B) Essay Type Questions

8. Discuss various parameters applied for the performance of a store? Give suitable examples to support your answer. (15)
9. Explain the characteristics of a hypermarket chain by taking the example of a hypermarket in India. (15)

TUTOR MARKED ASSIGNMENT

Course Code : **BRL-11**
Course Title : **Retail Operations and Store Management-II**
Assignment Code : **BRL-11/TMA/2016-17**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the ways by which the retail chain should have established its own warehouse to stock the merchandise?
(10)
2. In order to prevent shoplifting/safety and security, what ways can be developed, which can allow each customer to carry more than three dresses at one time to the trial room? Explain.
(10)
3. What strategy sales representatives should adopt to help the individuals to buy merchandise as per their need and pocket?
(10)
4. Discuss the measures taken by a retailer to adopt to instruct the children not to touch fragile products
(10)
5. **Distinguish between the following**
 - a. Refunds and Returns
 - b. Store Design and Layout(5x2)
6. **Briefly comment on the following**
 - a. It is the store manager's responsibility to update his subordinates with the latest software in retail or any other developments in the industry.
 - b. It is essential for the retailer to track the daily cash flow to calculate the profit and loss of the store.(5x2)
7. **Write Short Notes on the following:**
 - a. Buying habits
 - b. Merchandise lifecycle(5x2)

(B) Essay Type Questions

8. What model a retailer can develop to never compromise on quality of products? How one satisfied customer brings five more individuals to the store and follows a word of mouth strategy to play an important role in brand promotion. Elucidate with the help of an example.
(15)
9. What do you mean by signage displays? How all the necessary information related to the store would be installed at the appropriate place in order to have a clear visibility to all the visitors. Explain with the help of an example.
(15)

TUTOR MARKED ASSIGNMENT

Course Code : BRL-12
Course Title : Visual Merchandising & Store Management
Assignment Code : BRL-12/TMA/2016-17
Coverage : All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss the essential features of visual merchandising. Also explain the prerequisites while planning for visual merchandising. (10)
2. What is meant by store ambience? Explain in detail the elements to be taken care while finalizing a store ambience. (10)
3. What do you mean by mannequin? Discuss its different types in detail. (10)
4. What do you mean by balance? Explain the different types of balance while planning to display the merchandise in store. (10)
5. Discuss various types of retail formats with suitable examples. (10)
6. Discuss the salient features of display approach for apparels. (10)
7. Discuss display approaches for Home Fashion. Give suitable examples. (10)

(B) Essay Type Questions

8. What are the main categories in Store merchandise presentation for fashion apparel? Discuss any two categories in detail. (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

Course Code : **BRL - 013**
Course Title : **Customer Value Management**
Assignment Code : **BRL – 013/TMA/2016-17**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short types questions.

1. Explain the importance of CVM in a retail organization. (10)
2. Describe the two types of customer expectations that a retailer should consider while delivering services. (10)
3. What role does customer experience management play in achieving the desired goal by a retail organization? Discuss. (10)
4. Discuss briefly the need for customer value communication. (10)
5. Explain with example the acquisition cost and retention cost related to retail customers. (10)
6. Discuss various dimensions of fairness in service recovery. (10)
7. How do retailers use technology to create customer value. (10)

(B) Essay types questions.

7. Discuss in detail the perpetual process through which a customer goes through while making purchase decision. (15)
8. State the importance of service quality management in a retail organization. Discuss the factors that influence service quality. (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-15
Course Title	:	IT Application in Retail
Assignment Code	:	BRL-15/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. How does technology facilitate e-tailing in relatively inexpensive way to improve customer service? (10)
2. Write short notes on the following:
 - a. RFID (Radio Frequency Identification)
 - b. Bricks and Mortar(5+5)
3. What are the ways by which enterprises build multiphase strategies to nurture an application ecosystem? (10)
4. Comment on the following statements
 - a. "Technology has been an area of intense focus in retail industries as a way to accomplish both goals"
 - b. Point-of-Sale (POS) is the physical location where goods are sold to customers.(5+5)
5. How does IT resource help retailers in Centralizing data? (10)
6. Distinguish between the following:
 - a. Plastic Money and Online Wallet
 - b. E-commerce Website and Mobile APP(5+5)
7. How online retailing had added the competitive pressures vis-à-vis a traditional retail in an Indian scenario. (10)

(A) Essay Type Questions

8. "Now a large number of retailers offer guest Internet access, either free or paid, as an enticement to keep customers in the store longer". Elucidate this statement with the help of an example. (15)
9. What do you mean by the term "e-tailing". Discuss five E-tailing Firms in India with their product and Market coverage. (15)