Bachelor of Business Administration
(BBA) in Retailing
IIIrd Year

ASSIGNMENTS
2017-18

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THE PEOPLE'S
UNIVERSITY

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

ASSIGNMENTS – 2017 – 18

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 2017 and January 2018).** The validity is given below:

1. Those who are enrolled in **July 2017,** it is valid upto **June 2018.**

2. Those who are enrolled in **January 2018,** it is valid upto **December 2018.**

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–010**
Course Title	**:**	**Buying and Merchandising - II**
Assignment Code	**:**	**BRL–010/TMA/2017-18**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is the process of merchandising? Explain the role of merchandiser. (10)

2. What is buying and objectives of buying? Explain about the buying behavior of retailers. (10)

3. What do you mean by operating profit? How is it calculated? (5+5)

4. Define retail pricing. What are the factors affecting retail pricing? (10)

5. Explain the importance of the merchandise plan and its formats. (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: (5x2)

    a) OTB (Open to buy)

    b) Visual merchandising

(B) Essay Type Questions

8. Explain various types of reductions offered by retail store. Discuss with hypothetical figure how is reduction percentage calculated? (15)

9. Explain the importance of the merchandise plan and its formats. (15)

TUTOR MARKED ASSIGNMENT

Course Code : **BRL–11**
Course Title : **Retail Operations and Store Management -II**
Assignment Code : **BRL–11/TMA/2017-18**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. *" Running a successful retail store is challenging. From hiring and guiding staff to managing inventory, controlling cash and costs and marketing your wares"* elucidate with the help of an example

(10)

2. What are the ways by which merchandise line or lines carried by the store? Explain.

(10)

3. How Different label parameters can be set up to assist the retailer with variable item groups?

(10)

4. How Store manager responsibilities may include supervising assistant store managers.?

(10)

5. Distinguish between the following
   a. stock changes and label ordering
   b. centralized versus decentralized organizational structures (5x2)

6. Briefly comment on the following
   A. A **store manager** takes care of the day to day operations of the store and ensures maximum profitability for his store
   B. Customers are the lifeblood of your retail business and everything from store design to staff training must center on pleasing the customer (5x2)

7. Write Short Notes on the following:
a. Big Box stores
b. hand-held devices (5x2)

(B) Essay Type Questions
8. How the manager can enjoy total control of activities within the stores, while the system handles fast and accurate replication of data between the POS terminals, back office and head office. Elucidate with the help of an example.

(15)

9. One of the most time-consuming tasks one will face in operating a retail store is keeping up with the stock. Elucidate with the help of an illustration in order to bring clarity.

(15)

TUTOR MARKED ASSIGNMENT

Course Code   :   **BRL–12**
Course Title   :   **Visual Merchandising & Store Management**
Assignment Code :   **BRL–12/TMA/2017-18**
Coverage   :   **All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A)   Short Type Questions

1. Define and discuss about brand imagery with the help of an example.   (10)

2. What do you understand by proportion? Explain and discuss the points to be taken care concerning proportion while planning a display.   (10)

3. Discuss various types of retail formats and various V M approaches.   (10)

4. Discuss the concepts of In-store Merchandise presentation for home fashion.   (10)

5. Explain the types of fixtures for In store visual merchandise for food and groceries.   (10)

6. What do you mean by white goods? Explain the display approach and presentation of while goods in retail store.   (10)

7. Discuss the essential feature for effectiveness of food and beverages.   (10)

(B)   Essay Type Questions

8. Discuss the types of retail outlets catering for food and groceries category and also explain the types of fixtures for In-store.   (15)

9. Describe the floor plan with diagram and category of men's wear section.   (15)

TUTOR MARKED ASSIGNMENT

Course Code : **BRL–13**
Course Title : **Customer Value Management**
Assignment Code : **BRL–13/TMA/2017-18**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

Short Type Questions

1. Discuss the factors influencing customer value generation. (10)

2. "A business which handles customers keeping in mind there' knowledge can easily generate value for customer as well as business". Comment upon the statement with example. (10)

3. What are the various methods used by retailer to communicate value to customer? Elaborate.

   (10)

4. Describe various zones of customer loyalty grid. (10)

5. Explain the stages in service recovery process. (10)

6. Describe the customer related technologies used in retail. (10)

7. What is customer Relationship Management? Discuss. (10)

Long Answer

1. Describe in detail the perceptual process with suitable example. (15)

2. Explain in detail Gronroos model Gaps model for service quality. (15)

TUTOR MARKED ASSIGNMENT

Course Code : **BRL–15**
Course Title : **IT Application in Retail**
Assignment Code : **BRL–15/TMA/2017-18**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.
(A) Short Type Questions

1. IT in retail is all about selling, selling big and selling huge. It's all about ensuring that the customer first of all comes to the store and then buys. Elucidate

(10)

2. How the Internet has changed the retail landscape, connecting companies, markets and individual consumers?

(10)

3. How Automated statistical forecasting IT systems create far more calculated and accurate demand forecasting

(10)

4. Can retailers' applications deal with today's digital challenge? Defend your answer with the help of an example

(10)

5. Distinguish between the following
    a. Wallet and E-wallet used in retail store
    b. NEFT and RTGS uses for retailing (5x2)

6. Briefly comment on the following
    A. IT application in Retailing today is one of the most buoyant way to give an edge to the competitor
    B. IT can help in controlling internal theft and pricing errors (5x2)

7. Write Short Notes on the following:
a. e-commerce in the **retail** industry
b. Technological devices used in retail (5x2)

(B) Essay Type Questions

8.. How Information technology work as the capability to electronically input process, store, and output, transmit, and receive data and information? Explain with the help of a suitable example

(15)

9.how the retailer who does not understand the impact of the Internet on its store and catalog channels is likely to under invest in the IT application. Explain with the help of an example (15)