

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

**ASSIGNMENTS  
2017-18**



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

**Tutor Marked Assignment (TMA)**  
**First Year**

**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-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 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 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)

---

|                 |   |                              |
|-----------------|---|------------------------------|
| Course Code     | : | <b>BRL-001</b>               |
| Course Title    | : | <b>Overview of Retailing</b> |
| Assignment Code | : | <b>BRL-001/TMA/2017-18</b>   |
| Coverage        | : | <b>All Blocks</b>            |

---

**Maximum Marks: 100**

**Attempt all the questions.**

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

1. What is retailing? Discuss the importance of Retailing for Indian economy with suitable examples. (10)
2. Explain the factors influencing retail consumer behavior. (10)
3. Classify retail formats and explain them in Indian context. (10)
4. What is Merchandise? Explain about the merchandise management and its constraining factor. (3+7)
5. What is the importance of store location? Discuss the factors which influence in setting of a store location? (4+6)
6. Why technology is important in modern retail? Discuss the factors influencing technology selection for Retail Store. (4+6)
7. Write Short notes on:  
(a) Budget Planning in Store  
(b) Shrinkage (5+5)

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

8. Discuss about the careers in Retail Industry. Do you think that Indian retail industry has got good career prospects? Discuss with examples. (10+5)
9. Explain various methods for setting retail prices with suitable examples. (15)

## TUTOR MARKED ASSIGNMENT

---

|                        |          |   |
|------------------------|----------|---|
| <b>Course Code</b>     | <b>:</b> | <b>BRL –002</b>                           |
| <b>Course Title</b>    | <b>:</b> | <b>Retail Marketing and Communication</b> |
| <b>Assignment Code</b> | <b>:</b> | <b>BRL–002/TMA/2017-18</b>                |
| <b>Coverage</b>        | <b>:</b> | <b>All Blocks</b>                         |

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Explain the concept of marketing. How can retail marketing be strategically planned? (10)
2. Describe the importance of personal selling from the point of customers. (10)
3. Discuss the Personal Selling process. (10)
4. What are different promotional methodologies from a store? (10)
5. What are the objectives of in store promotion? (10)
6. Discuss the methods of sources of sales promotion. (10)
7. Explain the “Below the line Advertising”. (10)

**(B) Essay Type Questions**

8. Explain the relevance and importance of evaluation for business. (15)
9. Discuss in detail the different price strategies. (15)

## TUTOR MARKED ASSIGNMENT (TMA)

---

|                        |          |   |
|------------------------|----------|---|
| <b>Course Code</b>     | <b>:</b> | <b>BRL– 003</b>   |
| <b>Course Title</b>    | <b>:</b> | <b>Retail Management Perspectives &amp; Communication</b> |
| <b>Assignment Code</b> | <b>:</b> | <b>BRL–003/TMA/2017-18</b>                                |
| <b>Coverage</b>        | <b>:</b> | <b>All Blocks</b>   |

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. “Directing is the process of securing willing obedience without destroying initiative and creativity”. Elaborate. (10)
2. Describe different types of plans in an organization. (10)
3. Explain various aspects that should be taken into account while designing a retail organization structure. (10)
4. Discuss the advantages and disadvantages of group decision making. Explain the two phenomena that inhibit group decision making. (10)
5. “The philosophy, personality and experience are reflected in the style of working of a leader.” Elaborate. (10)
6. What do you mean by control in retailing? Outline its different stages. (10)
7. Describe any two types of non verbal communication and their importance in the retail business. (10)

**(B) Essay Type Questions**

8. What do you mean by cultural differences? How can the cross cultural communication be made more effective? (15)
9. How has the modern technology revolutionized the business communication? Explain giving suitable examples. (15)

## TUTOR MARKED ASSIGNMENT (TMA)

---

|                        |   |                                    |
|------------------------|---|------------------------------------|
| <b>Course Code</b>     | : | <b>BRL-004</b>                     |
| <b>Course Title</b>    | : | <b>Customer Service Management</b> |
| <b>Assignment Code</b> | : | <b>BRL-004/TMA/2017-18</b>         |
| <b>Coverage</b>        | : | <b>All Blocks</b>                  |

---

**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type Questions.**

1. Why is improving Customer experience important? Explain about the parameters and barriers to customer service. (4+6)
2. What do you understand by meeting and greeting customers? How do you identify needs and wants of the customers? (5+5)
3. Discuss the techniques of confirming and closing the sale. (10)
4. What is service quality? Describe the dimensions of service quality. (10)
5. Explain the benefits and attributes of team work? (10)
6. What do you understand by customers experience management? Discuss the details of key area of customers experience management. (3+7)
7. What do you understand by customer grievances? Describe the reasons for customer grievances and behavior of aggrieved customers? (3+7)

**(B) Essay Type Questions**

8. What is service recovery? Describe the strategies for service recovery? (3+12)
9. Why communication with the customer is important? What are the various ways of communication with customer? Explain in detail. (5+10)