

**Bachelor of Business Administration
(BBA) in Retailing
IInd Year**

**ASSIGNMENTS
2017-18**



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

Tutor Marked Assignment (TMA) Second 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-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 2017** and **January 2018**)
The validity is given below:

1. Those who are enrolled in **July 2017**, it is valid up to **June 2018**.
2. Those who are enrolled in **January 2018**, it is valid up to **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 (TMA)

| | | |
|-----------------|---|----------------------------|
| Course Code | : | BRL-006 |
| Course Title | : | Buying and Merchandising-I |
| Assignment Code | : | BRL-006/TMA/2017-18 |
| Coverage | : | All Blocks |

Maximum Marks: 100

Attempt all the questions.

1. With the help of a suitable diagram, explain “Top downing planning” and “Bottom up planning” processes of merchandise. (4+3+3)
2. What is meant by assortment planning? Describe its different steps. (2+8)
3. Explain the concept of open-to-buy. (10)
4. What do you mean by category life cycle? Explain its different stages. (2+8)
5. Distinguish between the following
 - a) Fad category and fashion category
 - b) Mark-up and mark-down plans(5+5)
6. Describe nine laws of price sensitivity. (10)
7. “The most important aspect of purchasing is selecting the correct vendor”. Elaborate. (10)

(B) Essay type questions

8. Explain different formulas for assessing store operation and performance. (15)
9. What is meant by private labels? What are its advantages to the retailer? Explain the challenges faced by private labels. (5+5+5)

TUTOR MARKED ASSIGNMENT (TMA)

| | | |
|-----------------|---|----------------------|
| Course Code | : | BRL-007 |
| Course Title | : | Store Operations – I |
| Assignment Code | : | BRL-007/TMA/2017-18 |
| Coverage | : | All Blocks |

Maximum Marks: 100

Answer all questions.

(A) Short Type Question

1. (a) Discuss various issues and challenges being faced by the retailers in maintaining and managing of store space.

(b) Describe the qualities of a good cashier in retail stores. (5+5)
2. Discuss the issues involved in understanding different types of customer in retailing. (10)
3. (a) What do you mean by organizational structure of a retail firm? What are the steps you would like to suggest to develop an organizational structure in a retail firm?

(b) What is merchandise? Discuss the various issues involved in merchandise display and suggest important tips for effective display. (5+5)
4. How do the customers evaluate their service quality? Explain with suitable examples. (10)
5. Discuss various ways to calculate inventory turnover ratio taking example of hypothetical figure. (10)
6. What is the relation between Bar Code & Bar Gun? (10)
7. (a) Explain the four ways of Retail Store Operations Solutions.
(b) Define Retail Customer. Describe the most frequently used bases of customer segmentation. (5+5)

(B) Essay Type Questions

8. Explain the significance of managing merchandise quality. What are the main factors involved in establishing effective merchandise display. Discuss. (15)
9. (a) Explain briefly various parameters in measuring the transaction matrix in retailing.
(b) What do you mean by 'promotion' in retailing? What are the various aspects to be taken into account to make successful promoters? Explain.

(15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code : BRL-008
Course Title : Human Resources
Assignment Code : BRL-008/TMA/2017-18
Coverage : All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Explain the importance of Human Resource Management in a Retail Organization. Discuss the emerging challenges of Human Resource Manager in the changing business scenario of Retail in India.
(8+7)

2. Describe the components of Job Analysis with reference to Retail Store and also discuss the methods of Job Analysis.
(7+8)

3. “ Manpower planning is a process of estimating the future needs of manpower”. Comment and discuss the process of manpower planning.
(5+5)

4. Explain the various sources of recruitment of employees in respect of a Retail Store.
(10)

5. Distinguish between ‘Training’ and ‘Development’ and also describe the steps involved in making a programme for the development of executives.
(5+5)

6. Define communication. What are the barriers in communication? Explain the different ways to improve the effectiveness of communication.
(2+3+5)

7. What is motivation? Discuss the role of a Manager in motivating the employees of a Retail Store.
(3+7)

8. How can a Manager make a choice of performance appraisal system? Explain the essentials of performance appraisal system in a Retail Organization.
(4+6)

9. Write short notes on any two of the following:
 - (a) Exit Interview
 - (b) Human Resource Information System (HRIS)
 - (c) Model Grievance Procedure(5+5)

TUTOR MARKED ASSIGNMENT

| | | |
|------------------------|----------|------------------------------|
| Course Code | : | ECO - 01 |
| Course Title | : | Business Organization |
| Assignment Code | : | ECO – 01/TMA/2017-18 |
| Coverage | : | All Blocks |

Maximum Marks: 100

Attempt all the questions.

1. “Company form of organization emerged essential because of the limitations of the sole Proprietorship and partnership forms of organizations”. Discuss.

(20)
2. What is capital structure? Explain the factors one should keep in mind while deciding capital structure of the company.

(20)
3. “The relationship between a banker and customer is primarily that of a debtor and a creditor”. Discuss.

(20)
4. Differentiate between the following:
 - (a) Government company and public limited company.
 - (b) Functional middlemen and merchant middlemen.

(10+10)
5. Write notes very brief comment on the following statements:
 - (a) Direct demand for public utility services is elastic.
 - (b) All the public enterprises in India are wholly owned by the Government of India.
 - (c) Insurance is nothing but risk transfer.
 - (d) Employment is an economic activity carried out with the objective of earning profit.

(4×5)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code : **BCOA-001**
Course Title : **Business Communication and Entrepreneurship**
Assignment Code : **BCOA-001/TMA/2017-18**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all questions

1. List out complete range of words you are familiar with. Classify them into active vocabulary and passive vocabulary.
 - (a) What are words you have added to your vocabulary?
 - (b) How many words have shifted from the passive list to the active list? (10+10)

2. Are entrepreneurs born or made? Discuss with examples and reasons. (20)

3. Differentiate between the following:
 - a) Entrepreneurship & Intrapreneurship
 - b) Innovation and Creativity
 - c) Management and Administration
 - d) Licensing & Franchising (4x5)

4. Briefly comment on the following:
 - a) Entrepreneurship is essential in economic development.
 - b) Small Scale industries are businesses that require few people to run.
 - c) Business communication is the sharing of information between people within an organization.
 - d) Strong leadership in the organization is important for its success. (4×5)

5. Write short notes on of the following:
 - a) Feasibility plan
 - b) Venture capital
 - c) Listening skills
 - d) Report writing (4×5)

TUTOR MARKED ASSIGNMENT

| | | |
|------------------------|---|-----------------------------|
| Course Code | : | AMK – 01 |
| Course Title | : | Marketing |
| Assignment Code | : | AMK – 01/TMA/2017-18 |
| Coverage | : | All Blocks |

Maximum Marks: 100

Attempt all the questions.

1. Differentiate between the following:
 - (a) Selling and marketing
 - (b) Marketing mix and promotion mix

(10+10)

2. Comment very briefly on the following statements:
 - (a) Product line refers all the products offered by a particular seller.
 - (b) Promotional allowance is a discount given by the manufacturer to the consumer.
 - (c) Exclusive distribution policy is suitable for the distribution of bread.
 - (d) There is no sponsor in the case of publicity.

(4x5)

3. “Marketing mix strategies should be different at various stages in the Product Life Cycle (PLC)”. Do you agree with this statement? Give reasons.

(20)

4. (a) How you differentiate advertisement from publicity?
(b) “Advertising is wasteful”. Comment.

(10+10)

5. (a) Explain the two pricing approaches for pricing a new product.
(b) ABC Pharma India is the first pharma company to develop a vaccine for AIDS. For pricing this vaccine, which of the above two approaches you suggest to the company? Give reasons in support of your suggestion.

(10+10)