

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

**ASSIGNMENTS
2018-19**



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

Tutor Marked Assignment (TMA)

First Year

ASSIGNMENTS – 2018-19

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 TermEnd 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 the admission cycle (**July 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.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-001/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain emerging retailing trends and issues in India with examples. **(10)**
2. Describe various factors which influence consumer behavior in retailing. **(10)**
3. Explain various types of retail formats with examples. **(10)**
4. How is security important in Retail? Explain the security aspects in Retailing. **(10)**
5. Discuss the precautions which should be taken while handling the technology in a Retail store. **(10)**
6. Describe the measures that are to be taken to minimize the shrinkages? Explain with examples. **(10)**
7. Write short notes on:
 - a) Cross-merchandising
 - b) E-tailing**(5+5)**

(B) Essay Type Questions

8. Explain the applications of technology in the retail sector. **(15)**
9. What is franchisee? Discuss the factors which would you consider for taking a franchisee? **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-002
Course Title	:	Retail Marketing and Communication
Assignment Code	:	BRL-002/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Define Retailing and explain the Retail strategy and its quadrants. **(2+8)**
2. Discuss the various factors that affect the shopping behavior of consumers. **(10)**
3. Explain the 12 steps selling process with suitable examples. **(10)**
4. (a) What is spin selling?
(b) Describe the term 'closing the sell'. **(5+5)**
5. Explain briefly the various types of retail stores. **(10)**
6. Describe the role information technology in personal selling **(10)**
7. What does sales promotion? How does it help in product promotion? **(10)**

(B) Essay Type Question

8. What do you understand by Retailing decisions? State the emerging trends in retail marketing in media. **(15)**
9. What are the objectives of retail promotion mix? Explain the ways of avoiding errors while communicating retail messages. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-003
Course Title	:	Retail Management Perspectives & Communication
Assignment Code	:	BRL-003/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Describe the functions of management with the help of suitable examples. (10)
2. What are the important barriers of effective planning? (10)
3. What do you mean by an ideal retail organization? Discuss with the help of suitable examples. (5+5)
4. What is rationality in decision making? Can a manager achieve absolute rationality? (10)
5. Explain the different leadership and what are their consequences? (5+5)
6. Define control process, giving examples from the retail industry. (10)
7. Discuss the advantages of “Tally” in accounting. (10)

(B) Essay Type Question

8. What do you mean by “media of communication”. Giving suitable examples explain the classification of media available in brief. (15)
9. Listening is an art and like any other act, it has to be cultivated consciously. Discuss. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-004
Course Title	:	Customer Service Management
Assignment Code	:	BRL-004/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are different types of customer personalities? Explain with Examples. **(10)**
2. Why should companies listen to their customers? Explain with Examples. **(10)**
3. Describe various aspects of employee training for an effective service recovery programme. **(10)**
4. What do you understand by team work? Describe the benefits and attributes of team work? **(10)**
5. What is customer experience Management? Describe the benefits of customer experience management? **(10)**
6. What is complaint management? Explain the complaint management process. **(10)**
8. Write short notes on:
 - c) Service quality
 - d) Word of mouth communication**(5+5)**

(B) Essay Type Questions

8. Discuss the ways in which customer loyalty is built for a Retail store. **(15)**
9. List out the prerequisites of selling. Explain each of them with examples. **(5+10)**