

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

**ASSIGNMENTS
2018-19**



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

Tutor Marked Assignment (TMA)

Second 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-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 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

Course Code	:	BRL-06
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-06/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

(A) Short Answer Type Questions

1. What is merchandising? Discuss principles of successful merchandising. **(2+8)**
2. Explain Brand management. What are its characteristics? **(2+8)**
3. What is meant by category management? What are its key elements? **(2+8)**
4. Discuss the factors affecting sales forecasting. **(10)**
5. Explain key steps in setting stock objectives. **(10)**
6. Distinguish between the following **(5+5)**
 - (a) Skimming pricing and penetration pricing
 - (b) Brand extension and brand dilution
7. Giving example explain how inventory turnover is calculated. **(10)**

(B) Essay Type Question

8. Describe various steps in the vendor selection. **(15)**
9. Discuss the importance of retail pricing strategies. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-007
Course Title	:	Store Operations – I
Assignment Code	:	BRL-007/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. (a) “Efficient store operations increase sales and diminish expenses.” Comment.
(b) Explain the scenario of retail stores in India. **(5+15)**

2. (a) Define the term customer and consumer and explain them with an example.
(b) What are the important characteristics of a good loyalty program? **(5+15)**

3. (a) What are the different methods of compensation used in retail.
(b) What information is required to successfully manage the supply chain? **(5+15)**

4. Explain the challenges of space management and how will maximize the profitability of your space. **(10)**

5. (a) Differentiate between asset and Merchandise in retail business.
(b) Distinguish between strategic and Resultant Drivers. **(5+15)**

6. Explain the objectives, benefits and steps involved in the process of SOP? **(10)**

7. (a) Some very good products are never intended to be mass marketed. Elucidate.
(b) Explain the qualities of good cashier with the help of an example. **(5+15)**

(B) Essay Type Question

8. What do you mean by customer segmentation? Which are the important segmentation methods? Explain each are of them briefly. **(15)**

9. What do you mean by ‘Promotion’ in retailing? Why it is of so much importance? How can a marketer make his promotional plan successful? **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-008
Course Title	:	HUMAN RESOURCES
Assignment Code	:	BRL-008/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Note: Attempt all the questions.

1. Define Human Resource Management. Explain the emerging challenges of HR Managers in the changing business scenario of Retail in India. **(3,7)**
2. What do you mean by 'Job Analysis'? Discuss the methods of Job Analysis in detail. **(2,8)**
3. Explain the manpower planning model with suitable diagram. **(10)**
4. What are the sources of recruitment? Explain them in detail. **(3,7)**
5. What are the steps involved in selection process ? Explain them in detail. **(3,7)**
6. What is meant by training? Explain off-the-job techniques of training executives. **(2,8)**
7. Define communication. What are the barriers of communication? How can an organization overcome these barrier? **(2,4,4)**
8. What are the assumptions of Mc Gregor theory of motivation? Explain the role of manager in motivating the employees of an retail organization. **(6,9)**
9. What are the methods of performance appraisal? Explain them in detail. **(5,10)**

TUTOR MARKED ASSIGNMENT

Course Code	:	ECO - 01
Course Title	:	Business Organization
Assignment Code	:	ECO – 01/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. a) Distinguish between the following: **(5+5 Marks)**
 - (i) Advertising and publicity
 - (ii) Savings bank account and current account
- b) Write short notes on the following: **(5+5 Marks)**
 - (i) Essentials of a good transport system
 - (ii) Components of an insurance contract
2. “None of the four forms of business organization has all the features of an ideal form of business organization”. Critically evaluate the statement. **(20 Marks)**
3. Why is the stock exchange called a barometer of the economic and business conditions in a country? **(20 Marks)**
4. Discuss various factors to be kept in mind while selecting suitable medium of advertising. **(20 Marks)**
5. What are the forms of organization in public enterprises? Explain their features, merits and limitations of each of them. **(5+15 Marks)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BCOA-001
Course Title	:	Business Communication and Entrepreneurship
Assignment Code	:	BCOA-001/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Discuss the significance of written communication for nay organization. What are it's advantages and limitations. **(20)**

2. What steps should be considered while establishing a small business enterprise? **(20)**

3. Different between the following:
 - a) Facts and Opinions
 - b) Entrepreneur and Administrator
 - c) Self Employment and Wage Employment
 - d) Innovation and Creativity **(4X5)**

4. Briefly comment on the following:
 - a) The headlines is the attention grabber
 - b) An entrepreneur is his our loss
 - c) Swot analysis is a best way to identify a business
 - d) Though insurance cannot prevent the happening of an event and the loses arising three from, yet it help in removing this uncertainly by appearing the risk over the whole society. **(4X5)**

5. Write short notes on the following
 - a) Solicited Proposal
 - b) Vocational skills
 - c) Crossing of Cheques
 - d) Operating Cycle **(4X5)**

TUTOR MARKED ASSIGNMENT

Course Code	:	AMK – 01
Course Title	:	Marketing
Assignment Code	:	AMK – 01/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What do you understand by consumer behavior? Discuss the basic factors influencing the consumer behavior. **(4+16 Marks)**

2. What is product life cycle? Discuss the marketing strategies adopted by marketers at different stages in the product life cycle. **(4+16 Marks)**

3. “Geographic considerations are very important in pricing a product when customers are spread through out the country”. In the context of this statements, discuss various geographic pricing strategies practiced by marketers. **(20 Marks)**

4. “Channels of distribution are different for different products”. Do you agree with this statement? Give reasons in support of your argument. **(20 Marks)**

5. Explain various media of advertising and compare their relative merits and limitations. **(20 Marks)**