Bachelor of Business Administration

(BBA) in Retailing

III rd Year

ASSIGNMENTS
2018-19

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

Tutor Marked Assignment (TMA)

Third 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-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 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-10**
Course Title	:	**Buying and Merchandising - II**
Assignment Code	:	**BRL-10/TMA/2018-19**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Explain the process merchandising in a related Organization. **(10)**

2. "Buying plays are important role in Organized retail industry". Comment on this statement. **(10)**

3. Which the help of hypothetical figure, explain how would you calculate mark-up price and percentages. **(10)**

4. How would you calculate shortage of an inventory, if you are working in a retail organization. **(10)**

5. Discuss with example the concept of OTB. **(10)**

6. Compare product development and product sourcing. **(10)**

7. What do you mean by space efficiency. Discuss. **(10)**

(B) Essay Type Question

8. What are many paramelirs that the buying and merchandising team must keep constant watch. "Explain in detail with examples". **(15)**

9. Write an explanatory note on applications of buying and merchandising in a grocery retail store. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	**BRL-11**
Course Title	:	**Retail Operations and Store Management -II**
Assignment Code	:	**BRL-11/TMA/2018-19**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Explain the important laws related to taxation, excise duty, shop and establishment act, and packaged commodity act. **(10)**

2. "Probably with the success of an isolated store, many others want to open stores selling similar product lines to cash in on the flow into the area". Explain. **(10)**

3. How Supply Chain Management encompasses the planning and management of all activities involved in sourcing and procurement and conversion? **(10)**

4. Distinguish between the following: **(10)**
   (a) Up-sell and Cross-sell
   (b) Store and E-store
   (c) Website and App
   (d) Price loyalty and Emotional loyalty

5. Write short notes on the following: **(10)**
   (a) Multichannel Retailing
   (b) Emporium
   (c) Balance Score Card
   (d) Personal Selling

6. Briefly Comment on the following: **(10)**
   (a) Category management should not be viewed as a part or sub- unit.
   (b) Many retailer may get caught into vicious circle.
   (c) Expressed warranty happen even if the same is not in writing.
   (d) MRTP as the said arrangement violates the free competitive sprit.

7. Explain with diagram the concept of Hierarchy of social influence on consumer behavior. **(10)**

(B) Essay Type Question

8. What are the Crucial elements of an effective implementation of CRM programme. How the customer pyramid is going to be effected. **(15)**

9. Explain the concept of ethical retailing. Which are the three measure areas of retailing where ethical behavior counts? Elaborate them briefly. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-12
Course Title	:	Visual Merchandising & Store Management
Assignment Code	:	BRL-12/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. What is Visual Merchandising? Explain the objectives of Visual Merchandising in India. **(10)**

2. What is meant by Store ambience? Explain in detail the elements to be taken care while finalizing a Store ambience. **(10)**

3. What do you mean by window displays? What are its different types? Discuss in detail. **(10)**

4. How do you place a product categories/brand on layout in new Store? **(10)**

5. Explain the features of Mall, Departmental Stores, and Neighborhood, Grocery Stores. **(10)**

6. Explain the women's weal section with floor plan. **(10)**

7. Describe the concepts of In-Store Merchandise presentation for home fashion? **(10)**

(B) Essay Type Question

8. What are the main categories of In-Store Merchandise presentation for fashion apparel? Discuss any two Categories in details? **(15)**

9. Describe the factors related to Visual Merchandising which must be taken care while planning to design hotel. **(15)**

Course Code	:	**BRL-13**
Course Title	:	**Customer Value Management**
Assignment Code	:	**BRL-13/TMA/2018-19**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. Discuss various factors influencing customer value generation? **(10)**

2. Why is it important for a retailers to understand customer value perception. **(10)**

3. Explain in detail customer value generation process. **(10)**

4. Why there is a need to communicate value to its customer by a retailer? Discuss. **(10)**

5. Describe the determinants of Fairness in service recovery. **(10)**

6. Describe the technologies used in creating customer delivery value. **(10)**

7. Write an explanatory note on CRM. **(10)**

(B) Essay Type Question

8. Explain GAPS model of service quality with example. **(15)**

9. Discuss various customer retailer strategies used by the retailers in detail. Choose two retailer of your choice and compare their retailer strategies. **(15)**

TUTOR MARKED ASSIGNMENT

Course Code	:	**BRL-15**
Course Title	:	**IT Application in Retail**
Assignment Code	:	**BRL-15/TMA/2018-19**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. "E-tailing is a new concept in India and online retailing is a tedious task here?' Comment on this statement. **(10)**

2. What is retail business intelligence? Discuss the steps which are helpful to move towards advanced customer analytics. **(10)**

3. Seeing the growth of retail industry, it can be safely said that future of MMS is bright in India. Comment upon this statement. **(10)**

4. Distinguish Between the following: **(10)**
   (a) Window display v/s Interior Display
   (b) Digital Signature v/s Signage
   (c) Display Layout v/s Display Rotation
   (d) BI and Mobile BI

5. Write short notes on the following: **(10)**
   (a) Visual Merchandising
   (b) Centralized Decisioning
   (c) Cross Channel Execution
   (d) Integrated Marketing Campaign Management.

6. Briefly Comment on the following: **(10)**
   (a) Success of multi Channel retailing lies in the retailer commitment.
   (b) Retailers are using big data to integrate marketing promotions.
   (c) BI Performance can make the difference between a good decision and Bad one.
   (d) Many Dotcom companies are selling goods at below cost price.

7. Why is information system important in retail business? Discuss the benefits of information system in retail. **(10)**

(B) Essay Type Question

8. Explain the Different types of purchase orders. Also define the functions of MMS related to purchase order. **(15)**

9. What are the challenges in Retail Operations? Explain them in detail with the examples.
   (15)