

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

**ASSIGNMENTS
2019-20**



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

Tutor Marked Assignment (TMA)

Second Year

ASSIGNMENTS – 2019-20

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 2019** and **January 2020**) The validity is given below:

1. Those who are enrolled in **July 2019**, it is valid up to **June 2020**.
2. Those who are enrolled in **January 2020**, it is valid up to **December 2020**.

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

Course Code	:	BRL-006
Course Title	:	Buying and Merchandising - I
Assignment Code	:	BRL-006/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. What is meant by merchandising strategy? Discuss its different components. **(2+8)**
2. What do you mean by assortment planning? Discuss different steps involved in it. **(2+8)**
3. "Category management is a complex and dynamic process." Elaborate. **(10)**
4. What is the importance of sales forecasting? Describe the methods of sales forecasting. **(2+8)**
5. Giving suitable examples explain break even pricing and mark up pricing. **(5+5)**
6. Distinguish between the following:
 - a) Psychological pricing and captive pricing.
 - b) Direct expenses and indirect expenses. **(5+5)**
7. Describe briefly important retail pricing strategies. **(10)**

(B) Essay Type Questions

8. What is the importance of vendor in retail? Explain the factors that should be taken into account while making vendor selection. **(5+10)**
9. Explain the concept of brand. What are the characteristics of a brand? **(5+10)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-007
Course Title	:	Store Operations – I
Assignment Code	:	BRL-007/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. a) Visibility is everything in the multi branded malls. Comment.
b) Differentiate between task force manager and work force manager. (5+5)

2. a) What are the important characteristics of a good loyalty program?
b) What are the steps to be followed for effective service recovery? (5+5)

3. a) What are the different methods of compensation used in retail?
b) What are the external sources for potential candidates? (5+5)

4. a) Explain the process of calculating GMROI.
b) Explain the concept of “Space Mix”. (5+5)

5. a) Differentiate between asset and merchandise in retail business.
b) What important steps are followed in setting up an SOP? (5+5)

6. a) What are the important drivers in retail trade?
b) What are the types of tags used in EAS? (5+5)

7. a) Explain E-tailers.
b) What is POS machine? (5+5)

(B) Essay Type Question

8. Store operations provide the learner with an excellent overview of the organization, functions and concerns of store operations within a modern retail business. Explain. What are the major responsibilities of a store manager? (15)

9. “Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objective”. Explain. What important points should be considered for making a promotion successful? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-008
Course Title	:	Human Resources
Assignment Code	:	BRL-008/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. (a) What are the emerging challenges of HR managers in the changing Business scenario of Retail in India? **(10)**
(b) Explain in detail the components of job analysis with reference to Retail Store. **(10)**

2. (a) “Manpower planning is a process of estimating the future needs of manpower” Discuss the process of manpower planning. **(10)**
(b) Critically examine in detail the external methods of recruitment. **(10)**

3. (a) Define induction. Discuss the steps to be involved in the induction process. **(10)**
(b) Explain “off-the-job” techniques of the training executives. **(10)**

4. (a) Discuss the various ways to improve the effectiveness of communication? **(10)**
(b) Examine the importance of reward system in Retailing. **(10)**

5. (a) Explain the essentials of a performance appraisal system in an Retail Organisation. **(10)**

(b) “HRIS has wide range of application in HR Management”. Discuss. **(10)**

TUTOR MARKED ASSIGNMENT

Course Code	:	ECO - 01
Course Title	:	Business Organization
Assignment Code	:	ECO – 01/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. **a)** Distinguish between the following: **(5+5)**
 - i)** Business and Profession
 - ii)** Public Limited Company and Public Enterprise
- b)** Write short notes on the following: **(5+5)**
 - i)** Pervasiveness of risks in business
 - ii)** Relationship between banker and customer
2. “Company form of business organization emerged essentially because of the limitations and failure of the partnership form of organization”. Discuss. **(20)**
3. What is capital structure? Discuss various factors that determine the capital structure of a company. **(4+16)**
4. **(a)** “Foreign trade is an engine of economic growth in a country” Comment on this statement keeping in view the Indian context.
- (b)** Discuss various problems of India’s Foreign trade. **(10+10)**
5. “Advertising is an economic waste.” Do you agree with this statement? Give reasons for your agreement. **(20)**

TUTOR MARKED ASSIGNMENT

Course Code	:	BCOA-001
Course Title	:	Business Communication and Entrepreneurship
Assignment Code	:	BCOA-001/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Answer Type Questions

1. “A business plan is a written description of your business's future, a document that tells what you plan to do and how you plan to do it.” What factors are to be considered while preparing it? **(20)**

2. “Identification of business opportunities is the first essential condition for the entrepreneurship”. What are the objectives of identifying business opportunities? Discuss the factors affecting the identification of business opportunities. **(20)**

3. Differentiate between the following:
 - a) Entrepreneur and Administrator
 - b) Financial appraisal and Marketing appraisal
 - c) Solicited proposal and unsolicited proposal
 - d) Facts and Opinions **(4X5)**

4. Briefly comment on the following:
 - a) SWOT analysis is a best way to identify a business.
 - b) The entrepreneur is commonly seen as an innovator — a designer of new ideas and business processes.
 - c) Youth entrepreneurship is the need of the hour.
 - d) Letter writing is a prized skill in the world of work. **(4X5)**

5. Write short notes on the following
 - a) Partnership Deed
 - b) Vocational Skills
 - c) Operating Cycle
 - d) Void Agreement **(4X5)**

TUTOR MARKED ASSIGNMENT

Course Code	:	AMK – 01
Course Title	:	Marketing
Assignment Code	:	AMK – 01/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. “Consumer is always a rational human being. Hence economic basis for segmentation is the most appropriate method.” Do you agree with this statement? Give reasons. **(20)**

2. What is the relationship between product item, product line and product mix? Explain various product line and product mix strategies suitable for consumer goods. **(6+14)**

3. An Indian pharmaceutical company invented vaccine for cancer. As the marketing manager of that company, discuss various approaches for pricing this new product. Decide which of them is more appropriate for pricing this vaccine and give reasons in support of your decision. **(12+8)**

4. Explain various approaches available to marketers with regard to intensity of distribution. In your opinion, which of them is appropriate for the distribution of the following products? Give reasons for your choice.
 - (i) Soft drink
 - (ii) Lap Top
 - (iii) Sports car**(12+8)**

5. As the marketing manager of a sports shoes company, Explain various factors you will keep in mind while deciding the promotion mix for your company. **(20)**