

**Bachelor of Business Administration  
(BBA) in Retailing  
III<sup>rd</sup> Year**

**ASSIGNMENTS  
2019-20**



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

# **Tutor Marked Assignment (TMA)**

## **Third 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-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 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 upto **June 2020**.
2. Those who are enrolled in, **January 2020** it is valid upto **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 **15<sup>th</sup> March**. Similarly for appearing in December Term-end Examination, you must submit assignments to the Coordinator of your study centre latest by **15<sup>th</sup> September**.

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL- 10</b>
<b>Course Title</b>	<b>:</b>	<b>Buying and Merchandising-II</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL- 10/TMA/2019-20</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

### **(A) Short Answer type Questions**

1. Define merchandising. Describe the steps involved in the process of merchandising. **(2+8)**
2. What do you mean by operating expenses ? Distinguish between direct and indirect expenses. Give their examples in relation to a departmental retail store. **(2+8)**
3. "Mark-up is an important tool for the retail business." Elaborate on the statement and explain the two methods of mark-up calculation. **(10)**
4. What is meant by the inventory at the front level ? Describe the two methods of determining inventory on the retail floor. **(2+8)**
5. Explain the 'open-to-buy' system and state its advantages. Also show how is it calculated? **(2+6+2)**
6. Explain the concept of product development and state its advantages and disadvantages. **(10)**
7. Explain the various factors affecting retail pricing. **(10)**

### **(B) Essay type Questions**

8. "The organized retail has miles to go in India." Elaborate on the statement giving suitable examples. **(15)**
9. Write short notes on any two of the following : **(15)**
  - (a) Pricing in retail
  - (b) Store development index
  - (c) SPF as a planning measure
  - (d) Sales curves

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL - 11</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Operations and store Management - II</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL - 11/TMA/2019-20</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Answer type Questions**

1. “Probably with the success of an isolated store, many others want to open stores selling similar product lines to cash in on the shoppers flow into the area”. Explain. **(10)**
  
2. “Community shopping centre usually offers moderate assortment of shopping and convenience goods and services to consumers from the nearby residential areas”. Explain and Elucidate. **(10)**
  
3. How do demographics, life – style and stages in life – cycle influence consumer’s decision making? **(10)**
  
4. Distinguish between the following :
  - (a) Merchandise Planning and Unit stock Planning
  - (b) Retailer’s advertising strategy and manufacturer’s advertising strategy
  - (c) Advertisement and Personal selling
  - (d) On pricing and flexible pricing policy **(10)**
  
5. Write short notes on the following :
  - (a) Store Image
  - (b) Consumer Pyramid
  - (c) Merchandise Plan
  - (d) Customer retention **(10)**
  
6. Briefly comment on the following :
  - (a) Balance sheet represents the corporate strength of the retail business.
  - (b) Companies provide incentives based on achievement of financial targets.
  - (c) Management has to take into consideration the characteristics of the category in terms of its attributes.
  - (d) Inventory management is the heart of store operations. **(10)**
  
7. Explain the Balanced score card perspectives with references to a retail business, taking atleast two perspectives as example. **(10)**

**(B) Essay type Questions**

8. What is Financial leverage? Explain the same with suitable examples extracted from retail business. **(15)**
9. Which are the sales promotion objectives? Explain the advantages and disadvantages of the same. **(15)**

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL - 12</b>
<b>Course Title</b>	<b>:</b>	<b>Visual Merchandising &amp; Store Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL – 12/TMA/2019-20</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Type questions.**

1. What is Visual Merchandising? Explain the objectives and trends of visual merchandising in India. **(10)**
2. What is display? Describe the different types of errors that may generally occur while planning to display the merchandise in a retail store. **(10)**
3. What is harmony? What are its different forms? Describe the elements of design one should keep in mind while creating harmony. **(10)**
4. What are Planograms? What are the steps involved in creating a new planogram? **(10)**
5. Explain the In-store Merchandise presentation for Furniture, Home ware and Home décor Accessories.
6. Describe the various VM approaches for Retail formats. **(10)**
7. What do you mean by brown goods? Discuss the display approach and presentation of brown goods in a retail store. **(10)**

**(B) Essay Type Questions**

8. Explain the display approach and merchandise presentation for Cafes and Food Courts. **(15)**
9. Explain the types of Fixtures for In-store visual Merchandises for food and groceries. Discuss the technique of merchandise presentation in food and groceries. **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL - 013</b>
<b>Course Title</b>	<b>:</b>	<b>Customer Value Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL - 013 /TMA/2019-20</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

**(A) Short Answer type Question:-**

1. What do you mean by Customer Lifetime Value (CLV)? **(10)**
2. Discuss the factors responsible for development of customer expectations. **(10)**
3. What are the tools for customer value communication? **(10)**
4. Explain Customer Loyalty Grid. **(10)**
5. Explain the service recovery process. **(10)**
6. Distinguish between the following:- **(5×2)**
  - (a) Customer Perception and Customer Expectation.
  - (b) Purchase Involvement and Product Involvement.
7. Write short notes on:- **(5×2)**
  - (a) Holistic Value Perception.
  - (b) Social Networking – As a marketing tool.

**(B) Essay type Questions:-**

8. Explain the customer Value communication Process. What is the need for customer value communication? **(15)**
9. ‘The principles and practices as applied to goods quality, are not sufficient for service Quality’. Elaborate and briefly explain the factors influencing service quality. **(15)**

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL - 15</b>
<b>Course Title</b>	<b>:</b>	<b>IT Application in Retail</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL - 15/TMA/2019-20</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

### **(A) Short Answer type Questions**

1. "Information system is a combination of computer, technology and other components". Justify this statement. **(10)**
2. Explain the different types of purchase orders. Also define the functions of MMS related to purchase order. **(10)**
3. "The POS system can provide standard and customized reports to the retailer". Explain and Elucidate. **(10)**
4. Distinguish between the following : **(10)**
  - (a) Business Intelligence and Mobile business Intelligence
  - (b) CRM and Social CRM
  - (c) Institutional sign and informational sign
  - (d) Digital signature and signature
5. Write short notes on the following : **(10)**
  - (a) Cross Channel Execution
  - (b) Planogram
  - (c) Cross channel analytics
  - (d) ERP
6. Briefly comment on the following : **(10)**
  - (a) Networks and telecommunication are the important components of information system.
  - (b) In Hypermarkets, the basket size tend to be bigger.
  - (c) Seeing the growth of retail industry' it can be safely said that future of MMS is bright in India.
  - (d) A successful IT project requires experience, understanding and commitment of the outcome.
7. What are the areas of big data analytics in retail? Explain any two with their respective KPIs. **(10)**

### **(B) Essay type Questions**

8. What is retail business intelligence? Discuss the steps which are helpful to move towards advanced customer analytics. **(15)**
9. What is meant by online retailing? Discuss the advantages and shortcomings of e-retailing. **(15)**