

**Bachelor of Business Administration  
(BBA) in Retailing  
I<sup>st</sup> Year**

**ASSIGNMENTS  
2020-2021**



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

# **Tutor Marked Assignment (TMA)**

## **First Year**

### **ASSIGNMENTS: 2020 – 2021**

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 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 2020 and January 2021**). The validity is given below:

1. Those who are enrolled in **July 2020**, it is valid upto **June 2021**.
2. Those who are enrolled in **January 2021**, it is valid upto **December 2021**.

**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-001</b>
<b>Course Title</b>	<b>:</b>	<b>Overview of Retailing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-001/TMA/2020-2021</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. Describe the factors influencing the growth of Retail in India. How can you ensure success in Retailing ? Substantiate your answer with examples. (6+4)
2. Explain the dimensions which shapes relevant consumer attitudes for a retail store. (10)
3. Describe various Chain Stores available in India with suitable examples. (10)
4. Explain the factors which play significant role in the choice of the store location. How can you evaluate the factors for the store location. (5+5)
5. What do you mean by visual merchandising ? Discuss various components of display. (10)
6. How can you monitor performance of retail store ? Discuss with examples. (3+7)
7. Write notes on the following? (10)
  - (i) Franchising
  - (ii) Non-ethical behavior in retail business

### **(B) Essay Type Questions**

8. Explain various methods for setting retail prices with suitable examples. (15)
9. Explain various provisions of legislation related to retail industry. (15)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL-002</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Marketing and Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-002/TMA/2020-2021</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. What are the various factors affecting consumer/shopper decision making process? (10)
2. What are the steps in individual selling? How are they different from the B2B selling? (10)
3. Explain relationship selling with an example. (10)
4. What is sales promotion? How does it help in product promotion? (10)
5. What are different promotional methodologies for a store? (10)
6. Discuss the various pricing strategies. (10)
7. Discuss the popular sources of sales promotion used by retailers. (10)

### **(B) Essay Type Questions**

8. Explain the concept of Marketing? What are the various steps in marketing process? Explain the core marketing concepts. (15)
9. Define personal selling. What are the various Objectives of Personal Selling? Explain the importance of personal selling from the view of customers and manufacturers. (15)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-003</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Management Perspectives &amp; Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-003/TMA/2020-2021</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. What are the principles of scientific management? Describe briefly its features. (5+5)
2. What are the qualities of a good management plan? List the benefits of retail planning process. (5+5)
3. Discuss an ideal retail organization structure. How is a learning organization for retail business built? (5+5)
4. What is meant by decision making in a retail organization? Explain different stages in decision making. (2+8)
5. Describe various leadership traits. (10)
6. Distinguish between (5+5)
  - a) Bureaucratic control and Budgetary control
  - b) Autocratic leadership style and Participative leadership style
7. Write short notes on the following (5+5)
  - a) Types of communication flow
  - b) Body language

### **(B) Essay Type Questions**

8. What is listening? Explain three basic steps in listening. How can one become a good listener? (2+3+10)
9. Discuss positive and negative impacts of technology enabled business communication. What are the criteria for selection of communication technology? (10+5)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-004</b>
<b>Course Title</b>	<b>:</b>	<b>Customer Service Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-004/TMA/2020-2021</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. What do you mean by customer service ? Discuss the impact of good and bad customer service on the customers. Substantiate your answer with suitable examples. **(4+6)**
  
2.
  - (i) Describe the importance of product knowledge. **(5+5)**
  
  - (ii) How can you build product knowledge in a retail outlets.
  
3. Explain the factors which influence service quality expectations of the consumers relating to retail organization. **(10)**
  
4. Explain the key areas of Customer Experience Management. **(10)**
  
5. Describe the importance of customer loyalty with examples. **(10)**
  
6. What do you mean by customer grievance? Discuss the reasons for customer grievances. Substantiate your answer with examples. **(3+7)**
  
7. Write notes on the following? **(5+5)**
  - (i) Employee training
  
  - (ii) Types of customer personalities

### **(B) Essay Type Questions**

8. What do you mean by customer objections ? Explain various ways for handling customer objections. **(3+12)**
  
9. How can you understand the customers based on time, type, talk and tone ? Explain the characteristics of customers based on the above criteria along with the techniques to handle them. **(7+8)**