

**Bachelor of Business Administration  
(BBA) in Retailing  
II<sup>nd</sup> Year**

**ASSIGNMENTS  
2020-2021**



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

# **Tutor Marked Assignment (TMA)**

## **Second 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-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 2020** and **January 2021**) The validity is given below:

1. Those who are enrolled in **July 2020**, it is valid up to **June 2021**.
2. Those who are enrolled in **January 2021**, it is valid up to **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-006</b>
<b>Course Title</b>	<b>:</b>	<b>Buying and Merchandising - I</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-006/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.** Illustrate with a suitable diagram bottom up and top down merchandise plannings. **(10)**
  
- 2.** What is meant by "brand"? Explain brand management. **(2+8)**
  
- 3.** Explain the concept of category life cycle. Describe strategies for its different stages. **(4+6)**
  
- 4.** What is meant by gross margin return on inventory investment (GMROI)? How is it calculated? **(2+8)**
  
- 5.** What are the objectives of pricing? Describe factors affecting retail pricing. **(2+8)**
  
- 6.** Distinguish between : **(5+5)**
  - a)** Skimming pricing and penetration pricing
  - b)** Mark downs and discounts
  
- 7.** "The product is the most important part of the retail mix". Elaborate. **(10)**

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

- 8.** Discuss different types of pricing methods in retail and their relevance. **(15)**
  
- 9.** Describe various steps involved in vendor selection. **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-007</b>
<b>Course Title</b>	<b>:</b>	<b>Store Operations - I</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-007/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.   a) What are the strategies behind the stores? Explain with the help of suitable example. (5+5)  
      b) What are the different methods of compensation used in retail?
  
2.   a) How do customers evaluate customer service quality? (5+5)  
      b) In how many groups the assets can be categorized based on usage. Also explain each of the usage categories in a retail perspective
  
3.   a) How many types of customers exist? Explain each of them? (5+5)  
      b) “In store, design is proportionately related to profitability”. Discuss
  
4.   a) What are the various support functions of management in retail stores? (5+5)  
      b) What are the different ways in which to optimization of space availability is achieved?
  
5.   a) Which are the major sources of goods shrinkage in a store? Explain them briefly. (5+5)  
      b) Explain the purpose and benefits of Standard Operating Procedures.
  
6.   a) Define each of the transaction drivers and discuss their significance in retail. (5+5)  
      b) What do you mean by promotion? Explain the various types of promotion?
  
7.   a) How do you discriminate between conventional and contemporary retail formats? (5+5)  
      b) Explain the different methods of calculating Return on Assets with a suitable example

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

8.   What are the ways of preventing thefts and frauds? Explain the philosophy behind anti-theft security systems. (15)
  
9.   Define space planning concept? State its various objectives? Discuss the process one must follow for well-defined space planning concept? (15)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL-008</b>
<b>Course Title</b>	<b>:</b>	<b>HUMAN RESOURCES</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-008/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. Define Human Resource Management. What are its core elements? Explain the role of HRM in Retailing. (2+4+4)
2. What is meant by Manpower Planning? Discuss its Model in detail. (3+7)
3. What is meant by selection of an employee in a Retail Organisation? Describe its importance and steps involved in the selection process of an employee. (4+6)
4. Differentiate between the following: (5+5)
  - (a) Training and Development
  - (b) Herzberg's Theory and Need Hierarchy Theory of Motivation
5. Write short notes on the following: (5+5)
  - (a) Performance Appraisal
  - (b) Human resource Information System
6. Define Job Analysis. Explain the significance of Job analysis in retail organisation. (3+7)
7. Discuss the new trends in Recruitment. Differentiate between Recruitment and Selection (3+7)

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

8. Explain the steps involved in Communication Process. Discuss the important aspects to make communication effective. (6+9)
9. What are the main causes of grievance? Explain the procedure of redressal of grievance in detail. (6+9)

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>ECO-01</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>BUSINESS ORGANISATION</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>ECO-01/TMA/2020-2021</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. Describe essential features of business. What are the main objectives of business? **(10+10)**
  
2. What are the requisites of an ideal form of business organization? Compare briefly various forms of business organizations. **(10+10)**
  
3. Describe various financial institutions for assisting industrial enterprises **(20)**
  
4. What is the role of advertising agencies in promoting business? Explain the factors that influence choice of media. **(5+15)**
  
5. Write short notes on the following: **(4X5)**
  - a) Methods of raising capital
  - b) Functions of wholesalers
  - c) Role of commercial banks
  - d) Stock Exchange

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOA- 01</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Business Communication and Entrepreneurship</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOA- 01/TMA/2020-2021</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. Discuss the various forms of a business letter and explain the structure or layout of business letter. Write a letter to XYZ enterprise, introducing one of your new product or services. **(20)**
  
2. “Preparing the business plan involves lot of effort in collecting information on the product, the process, the market, costs, prices and other financial variables.” Elucidate. What is the need for business plan? **(20)**
  
3. **a)** What do you perceive as the essential requirement to be an entrepreneur? **(10X2)**  
**b)** “The best way to identify the business choice is to go for a SWOT analysis.” Elucidate.
  
4. **a)** Elucidate the essentials of a good business letter. **(10X2)**  
**b)** Write a memo to your fellow employees, asking them to participate in the development of proposal.
  
5. **Write short notes on the following:** **(5X2)**  
**a)** Formal reports  
**b)** Sources of finance
  
6. **Differentiate between the following:** **(5X2)**  
**a)** Solicited proposal and Unsolicited proposal  
**b)** Entrepreneur and Administrator

### TUTOR MARKED ASSIGNMENT

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<b>COURSE CODE</b>	<b>:</b>	<b>AMK- 01</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>AMK-01/TMA/2020-2021</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. What is marketing mix? Explain the components of marketing mix with examples. (20)
2. What is market segmentation? Examine the different basis for segmenting market, particularly industrial market (20)
3. **Write short notes on the following:** (4X5)
  - a) Product innovation
  - b) Product life cycle
  - c) Factors influencing price of products and services
  - d) Publicity
4. **Differentiate between the following:** (4X5)
  - a) Marketing concept and Societal concept
  - b) Consumer markets and Organisational markets.
  - c) Product line and Product mix
  - d) Direct channel and Indirect channel of distribution
5. **Comment briefly on the following statement:** (4X5)
  - a) The MRTP Act intends to control concentration of economic power.
  - b) Consumer behaviour is influenced by social factors such as reference group, family, social roles, social status and opinion leaders.
  - c) A seller adopts product diversification by adding a new product to the existing product line or product mix.
  - d) Every product introduced in the market may not succeed.