

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

**ASSIGNMENTS  
2020-2021**



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

# **Tutor Marked Assignment (TMA)**

## **Third 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-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 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-010</b>
<b>Course Title</b>	<b>:</b>	<b>Buying and Merchandising - II</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-010/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 different roles of the merchandiser in the retail business. (10)
2. Enumerate the important characteristics a good buyer. (10)
3. Differentiate between the cost mark-up and the retail mark-up. (10)
4. Discuss different factors that affect pricing of merchandising in the retail business. (10)
5. Explain the concept OTB. (10)
6. Explain systematically the strategy of Big Bazaar - The Hyper Market Chain. (10)
7. Briefly discuss the methods of Merchandise Display. (10)

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

8. Discuss the basic factors that affect profitability with examples. (15)
9. Describe the steps involved in the development of new products and discuss its advantages and disadvantages. (15)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>BRL -011</b>
<b>Course Title</b>	<b>:</b>	<b>Retail Operations and Store Management II</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL - 011/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. Explain with diagram the concept of hierarchy of social influence on consumer behaviour. **(10)**
  
2. Explain the benefits of CRM and loyalty programme. **(10)**
  
3. What are the various need and benefits of category management ? **(10)**
  
4. Distinguish between the following: **(10)**
  - a) Retailer's and Manufacturer's Advertising Strategies
  - b) Job Description and Specification for a Billing Clerk
  - c) One-Price and Flexible Pricing Policy
  - d) Capital Expenditures and Operating Expenditures
  
5. Write short notes on the following: **(10)**
  - a) Customer Relationship Management
  - b) Merchandise Plan
  - c) Advantages of Public Relation
  - d) Category Management at Pantaloon
  
6. Briefly comment on the following: **(10)**
  - a) Low involvement consumers are a passive audience for advertisement.
  - b) 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.
  - c) Operating expenses are necessary to run a retail business.
  - d) Customers are encouraged for self-service by proper display.
  
7. Explain the concept of ethical retailing. Which are the three major areas of retailing where ethical behaviour counts? Elaborate them briefly. **(10)**

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

8. What is store design? Explain the important elements of store design **(15)**
  
9. Which are the factors that affect retail price strategy? Explain these factors briefly **(15)**

### **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL-012</b>
<b>Course Title</b>	<b>:</b>	<b>Visual Merchandising &amp; Store Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-012/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 is visual merchandising? What is the importance of visual merchandising in retail sector? (10)
2. What do you mean by store layout? Discuss in detail the different types of store layout. (10)
3. Describe the different types of errors that may generally occur while planning to display the merchandise in a retail store. (10)
4. Discuss the salient features of display approach for apparels. (10)
5. Discuss various types of retail formats with suitable examples (10)
6. What are difference between Departmental Store and Specialty market? Explain with examples. (10)
7. What do you mean by Exhibition space? Discuss the points to be taken care while planning for exhibition space (10)

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

8. Explain the role of colour act as a tool of communication. Also discuss the rules of colours that can improve the display. (15)
9. Explain the display approach and merchandise presentation for Restaurants and Bars. (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/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. Enumerate the benefits of Customer Value Management. **(10)**
2. Differentiate between customers' expectations and customers' perception. **(10)**
3. Discuss the challenges to retailing in India. **(10)**
4. "Customers are of different nature and expectations and it is important for the retailer to differentiate them." Comment. **(10)**
5. Describe the different stages of service recovery process. **(10)**
6. Explain the various methods used by organisations to obtain information about their service quality. **(10)**
7. Define Integrated Marketing Communication (IMC) and describe the levels of integration of marketing communication. **(10)**

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

8. Explain the customer value generation process and discuss the factors influencing it. **(15)**
9. "The modern retail store has now embraced technology in order to serve the customer better". Enumerate and discuss the various technologies used by retailers. **(15)**

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>BRL -015</b>
<b>Course Title</b>	<b>:</b>	<b>IT APPLICATION IN RETAIL</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL - 015/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. Discuss the various technologies used in retail. **(10)**
  
2. What is meant by signage? Explain how a digital signage project is implemented? **(10)**
  
3. What do you mean by Radio Frequency Identification (RFID) ? State the functions of RFID based smart visual merchandising **(10)**
  
4. Distinguish between the following **(10)**
  - a) Internal and external threats to a POS system
  - b) Hypermarket and Supermarket
  - c) Brick and mortar retailing and Click and mortar retailing
  - d) Automatic Purchase order and Semi Auto purchase order
  
5. Write short notes on the following **(10)**
  - a) retail management information system
  - b) Work Force Management
  - c) Centralized Decisioning
  - d) Business Intelligence (BI)
  
6. Briefly comment on the following **(10)**
  - a) The POS system keeps track of inventory in real time.
  - b) Promotions are core to the modern retail
  - c) E-tailing is a new concept in India and online retailing is a tedious task here.
  - d) Loyalty is considered as a positive belief
  
7. What is retail forecasting? Explain the components of retail forecasting . **(10)**

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

8. State the various transactions to be performed under the goods dispatch-picking function through MMS. **(15)**
  
9. What do you mean by Integrated Retail Execution System? Describe the components of Store Execution System. **(15)**