

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

**ASSIGNMENTS  
2023-24**



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



# **Tutor Marked Assignment (TMA)**

## **First Year**

### **ASSIGNMENTS – 2023-24**

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 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid upto **June 2024**.
2. Those who are enrolled in **January 2024**, it is valid upto **December 2024**.

**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 (TMA)

---

<b>Course Code</b>	:	<b>BRL-001</b>
<b>Course Title</b>	:	<b>Overview of Retailing</b>
<b>Assignment Code</b>	:	<b>BRL-001/TMA/2023-24</b>
<b>Coverage</b>	:	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

### **(A) Short Type Questions**

1. What is business ethics? Describe the broad areas of business ethics. (10)
2. What do you understand by private brands. Differentiate between private brand and national brand? (10)
3. Classify rural retailing formats and distinguish how are they different from urban retailing formats? (10)
4. a) What are the precautions to be taken while handling technology in retailing? (5+5)  
b) Explain liberalisation and its impact on retail industry?
5. Briefly explain the factors that can influence decision regarding store location. Give examples. (10)
6. What do you understand by sourcing? What steps would you intend to adopt in identifying suppliers for a retail unit? (10)
7. State the ways by which a franchisor can ensure uniformity in quality across the franchisee chain? (10)

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

8. a) Briefly explain the steps of consumer buying decision process? (8+7)  
b) What is the need for understanding consumer behaviour? Describe the factors influencing retail consumer behaviour.
9. a) Explain the meaning of retailing. What are the challenges a retailer faces for retailing in India? (8+7)  
b) What is traditional retail format? State the relevance of traditional retail formats in the current retail business environment?

## **TUTOR MARKED ASSIGNMENT**

---

<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/2023-24</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

### **(A) Short Type Questions**

1. Write about the retailing decisions and which factors consider (10) while developing and implementing their marketing plans. Explain with examples.
2. What are the types of decision making process. Explain with (10) examples.
3. What is meant by personal selling? Explain the essential (10) elements of personal selling.
4. What are the steps in individual selling? How are they different (10) from the B2B selling?
5. What is personal selling process? Explain major elements in all (10) successful personal selling in retail with suitable examples.
6. What is retail promotion? Explain various retail promotion (10) techniques with suitable examples.
7. Explain various different promotional methodologies for a (10) store?

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

8. What do you understand by in store activities. Explain main (15) store promotional activities with suitable examples.
9. What is pricing? Elaborate the overall pricing strategies in retail. (15)

## **TUTOR MARKED ASSIGNMENT**

---

<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/2023-24</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is organization structure? Discuss different types of (10) organization structure.
2. What is decision making process and what are the various (10) phases of decision making?
3. Explain the different leadership styles and what are their (10) consequences?
4. What is controlling? How is it important in a retail (10) organization?
5. Explain accounting concepts and conventions. (10)
6. Explain the communication process and the affects of noise. (10)
7. Discuss the types of listening. (10)

**(B) Essay Type Questions**

8. What are the functions of management? Explain with (15) illustrations.
9. Explain the planning process. (15)

## TUTOR MARKED ASSIGNMENT (TMA)

---

<b>Course Code</b>	:	<b>BRL-004</b>
<b>Course Title</b>	:	<b>Customer Service Management</b>
<b>Assignment Code</b>	:	<b>BRL-004/TMA/2023-24</b>
<b>Coverage</b>	:	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Explain the importance of customer education. What are the pitfalls that might come in the process of educating the customers? (10)
2. What do you understand by team work. Discuss the essential attributes of a successful team? (10)
3. How can you provide effective service recovery? Discuss the benefits of service recovery strategy with examples. (10)
4. What do you understand by complaint management. Explain the stages in customer complaint management process. (10)
5. Explain the importance of customer loyalty. Describe the factors affecting customer loyalty. (10)
6. What is customer experience management? Explain the key areas of customer experience management. (10)
7. **Write a short note on the following:** (10)
  - a) Loyalty programmes.
  - b) Service quality.

**(B) Essay Type Questions**

8.
  - a) Explain the types of customer personalities? Classify customer behaviour on the basis of time. (8+7)
  - b) What are the different means of identifying customer needs?
9. Describe the concept and goal of customer service. Explain the characteristics and classification of customer service. (15)