

**Bachelor of Business Administration
(BBA) in Retailing
III rd Year**

**ASSIGNMENTS
2023-24**



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



Tutor Marked Assignment (TMA)

Third 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-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 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)

Course Code	:	BRL-010
Course Title	:	Buying and Merchandising
Assignment Code	:	BRL-010/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising philosophy? Giving the example of a super store, explain how is it developed for the mass market. **(10)**
2. What do you mean by markdowns? Explain its importance. Discuss the purposes which are achieved by markdowns. **(10)**
3. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? **(10)**
4. What is meant by merchandise plan? Explain different factors that are taken into account while preparing it. **(10)**
5. What are the key features and benefits of implementing an open-to-buy system in the retail industry? How does it help retailers effectively manage inventory, control purchasing, and optimize sales? **(10)**
6. Explain the merits and demerits of the product outsourcing. **(10)**
7. Describe the importance of the visual merchandising in a retail store. Why should buyer's team be involved in it? **(10)**

(B) Essay Type Questions

8. Discuss the key performance parameters for effective merchandising and their significance in the retail store. Illustrate how these parameters can contribute to maximizing sales and enhancing customer satisfaction. **(15)**
9. Describe the present scenario of the organized retail sector in India. What are its future prospects? **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-011
Course Title	:	Retail Operations and Store Management- II
Assignment Code	:	BRL-011/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Which are the three promotional activities banned or restricted by law? Explain each of these activities. **(10)**
2. What steps need to be taken for implementation of promotional schemes? **(10)**
3. How do culture and sub-cultures influence consumer behaviour? **(10)**
4. **Distinguish between the following:** **(10)**
 - a) Value Merchandise Planning and Unit Stock Planning
 - b) Horizontal Price Fixing and Vertical Price Fixing
 - c) One-way Exclusive Dealing and Two-way Exclusive Dealing
 - d) Vision Barrier and People Barrier
5. **Write short notes on the following:** **(10)**
 - a) Customer Pyramid
 - b) Periodic Replenishment System
 - c) Balanced Scorecard
 - d) Ethical Retailing
6. **Briefly comment on the following:** **(10)**
 - a) “Community shopping centre usually offers moderate assortment of shopping and convenience goods and services to consumers from the nearby residential areas”.
 - b) “Consumer buying categories can be further broken into subcategories”.
 - c) “Higher visibility helps the store in creating immediate invite to the newconsumers”.
 - d) “Comparative advertisings done by some brands either through direct or indirect comparison”.
7. What is financial leverage? Explain the same with suitable examples extracted from retail business. **(10)**

(B) Essay Type Questions

8. How many types of fixtures exist? Explain the specific fixtures in each type. **(15)**
9. Explain the organization structure normally used by a national retail chain. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-012
Course Title	:	Visual Merchandising & Store Management
Assignment Code	:	BRL-012/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by store layout? Discuss in detail the different types of store layout. **(10)**
2. What is meant by In-store displays? Explain the different types of in-stores displays. **(10)**
3. How do you place a product categories /brand on layout in new store? Explain with diagram. **(10)**
4. Describe the display approach and merchandise presentation for Food Courts. **(10)**
5. Write down the difference between Department Store, Specialty homeware store, and Hypermarkets. **(10)**
6. What is meant by brown goods? Discuss the display approach and presentation of brown goods in a retail store. **(10)**
7. Explain the features of Mall, Departmental stores, and Neighborhood grocery stores. **(10)**

(B) Essay Type Questions

8. What is visual merchandising? What is the importance of visual merchandising in retail sector? Describe in detail the trends in visual merchandising in India. **(15)**
9. What is harmony? What are its different forms? Describe the elements of design one should keep in mind while creating harmony. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BRL-013
COURSE TITLE	:	CUSTOMER VALUE MANAGEMENT
ASSIGNMENT CODE	:	BRL-013/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

(A) Short Type Questions

- Q.1** What are the areas of service failures in retailing? Briefly explain the strategies of service recovery. **(10)**
- Q.2** Define customer value expectation. How does a retailer create right value expectation in the minds of its customers ? **(10)**
- Q.3** What do you mean by customer perception? List the factors that influence perception. **(10)**
- Q.4** What is customer value communication? What is the need of customer value communication? **(10)**
- Q.5** What do you understand by the term service quality? What are the underlying themes of service quality? **(10)**
- Q.6** What are the challenges to retailing in India? **(10)**
- Q.7** Explain the 3 Rs of customer value management cycle. **(10)**

(B) Essay Type Questions

- Q.8** Explain the concept of customer retention. Enlist main key points to retain customers in the business. **(15)**
- Q.9** Write the benefits of technologies in retail businesses. Discuss the various technologies used by retailers. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-015
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL-015/TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Why is information system important in retail business? Discuss the benefits of information system in retail. (10)
2. What do you understand by campaign management? Discuss the process of implementing campaign management. (10)
3. What is retail forecasting? Explain the components of retail forecasting. (10)
4. **Distinguish between the following:** (10)
 - a) Manual Purchase order and Automatic Purchase order
 - b) Super Markets and Hyper Markets
 - c) Business intelligence and Mobile Business Intelligence
 - d) Internal and External Security Threats
5. **Write short notes on the following:** (10)
 - a) Challenges for running merchandise management system (MMS) in retail business
 - b) Trends in retail Customers Relationship Management(CRM) system
 - c) Cross Channel Execution
 - d) Multi Channel Analytics
6. **Briefly comment on the following:** (10)
 - a) “Technology is much more than just computers”.
 - b) “Business Intelligence (BI) is a tool to fulfill promises to customers”.
 - c) “Campaign management is no longer simply about push marketing, segmentation and list pull, and outbound channels only”.
 - d) “The store must offer a positive ambience to the customers for them to enjoy their shopping”.
7. What are the different variables in visual merchandising? Discuss them in detail. (10)

(B) Essay Type Questions

8. What do you mean by Integrated Retail Execution System? Describe the components of Store Execution System. (15)
9. Discuss the various models for online retailing with suitable examples. (15)