

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

**ASSIGNMENTS
2012-13**



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

Tutor Marked Assignments (TMA)
First Year
ASSIGNMENTS – 2012-13

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 2012 and January 2013**). The validity is given below:

1. Those who are enrolled in **July 2012**, it is valid upto **June 2013**.
2. Those who are enrolled in, **January 2013** it is valid upto **December 2013**.

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 assignments 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**.

<p>Note : In case you receive the study material and assignments late, you can submit the assignment responses within one month after receiving the study material.</p>
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TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-001/TMA/2012-13
Assignment Coverage	:	All Blocks

Maximum Marks : 100

Attempt all the questions

(A) Short Type Questions

1. What is meant by retailing? Discuss the various factors which should be considered to ensure success in retailing, also explain the functions of a retailer. (10)
2. Describe the various factors in brief which influence the retail consumer behaviour. (10)
3. Discuss the applications of technology in merchandising with the help of examples. Also describe the factors which influence the selection of technology in retail. (5+5)
4. What do you mean by rural retailing? Explain the features of rural markets. (5+5)
5. What is e-tailing? Explain the advantages and limitations of e-tailing with examples. (4+6)
6. Discuss the benefits which can be enjoyed by managing ethics in the workplace. (10)
7. Write short notes on:
 - (a) Retail atmospherics
 - (b) Service retailing (5+5)

(B) Essay Type Questions

8. Explain various retail pricing strategies with suitable examples. (15)
9. Discuss the various legal acts with their provisions which should be adhered while operating in retail sector. (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-002
Course Title	:	Retail Marketing and Communication
Assignment Code	:	BRL-002/TMA/2012-13
Assignment Coverage	:	All Blocks

Maximum Marks : 100

Attempt all the questions

(A) Short Type Questions

1. Explain the concept of marketing. (10)
2. What factors affect shopping behaviour of people? (10)
3. What do you mean by personal selling? (10)
4. What is personal selling process? (10)
5. How does advertising help in product promotion? (10)
6. What are the different types of stores? (10)
7. What are the objectives of In-store promotion? (10)

(B) Essay Type Questions

8. Define personal selling. Explain the importance of personal selling from the point of view of customers and manufactures. (15)
9. What is sales promotion? How does it help in product promotion? (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-003
Course Title	:	Retail Management Perspectives and Communication
Assignment Code	:	BRL-003/TMA/2012-13
Assignment Coverage	:	All Blocks

Maximum Marks : 100

Attempt all the questions

(A) Short Type Questions

1. “Directing is the process of securing willing obedience without destroying initiative and creativity”. Elaborate. (10)
2. Describe different types of plans in an organization. (10)
3. Explain various aspects that should be taken into account while designing a retail organization structure. (10)
4. Discuss the advantages and disadvantages of group decision making. Explain the two phenomena that inhibit group decision making. (10)
5. “The philosophy, personality and experience are reflected in the style of working of a leader”. Elaborate. (10)
6. What do you mean by control in retailing? Outline its different stages. (10)
7. Describe any two types of non verbal communication and their importance in the retail business. (10)

(B) Essay Type Questions

8. What do you mean by cultural differences? How can the cross cultural communication be made more effective? (15)
9. How has the modern technology revolutionized the business communication? Explain giving suitable examples. (15)

TUTOR MARKED ASSIGNMENT

Course Code	:	BRL-004
Course Title	:	Customer Service Mangement
Assignment Code	:	BRL-004/TMA/2012-13
Assignment Coverage	:	All Blocks

Maximum Marks : 100

Attempt all the questions

(A) Short Type Questions

1. “If there is any unsung hero in retail business, it is undoubtedly the bagger”. Comment upon the statement. (10)
2. How would you initiate sales conversations? (10)
3. List out the prerequisites of selling. Briefly explain them. (10)
4. Explain the different types of closing methods? (10)
5. Discuss the loyalty programmes used by retailers. (10)
6. What are the reasons for customer grievances? Explain. (10)
7. Describe in brief the complaint management process in retail business. (10)

(B) Essay Type Questions

8. Discuss the importance of customer loyalty in retail. What are the factors that affect customer loyalty? (7+8)
9. What is service quality? Explain the determinants of service quality. (6+9)