

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

**ASSIGNMENTS  
2012-13**



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

**Tutor Marked Assignments (TMA)**  
**Third 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-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 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 15<sup>th</sup> March**. Similarly for appearing in December Term-end Examination, you must submit the assignments to the Coordinator of your study centre **latest by 15<sup>th</sup> September**.

<p><b>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.</b></p>
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## 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/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions**

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

1. What do you mean by merchandiser? Explain the role of merchandiser in the retail business. (10)
2. What is meant by buyer in a retail business? Explain the characteristics that make a buyer successful. (10)
3. Describe the operating expenses in a retail business. How are they classified? (10)
4. “Mark up is an important tool in the retail business”. Elaborate. (10)
5. Suppose you open a retail outlet for kids garments, what types of pricing strategies you will adopt to be successful in the market? (10)
6. Distinguish between:
  - (a) Merchandise on- hand and Merchandise on-order
  - (b) Sales to stock ratio and Stock to sales ratio (5+5)
7. Write short notes on:
  - (a) Product development
  - (b) Range planning (5+5)

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

8. What do you mean by space efficiency? Explain its importance in the retail business giving suitable examples. (15)
9. Explain various parameters commonly used to assess the performance of a retail business with the help of examples. (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/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions**

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

1. How do demographics, life-style and stages in life-cycle influence consumers' decision making? (10)
2. What are the different dimensions of customer loyalty? (10)
3. What do you mean by an isolated store? Is it necessary to have a store at highway or a street? (10)
4. What is the concept behind making the merchandise planning an interactive process? (10)
5. What are the major purposes of public relation exercise? Explain the advantages and disadvantages of the same. (10)
6. What are the major benefits of category management? (10)
7. Explain the Balanced Scorecard perspectives with reference to a retail business taking atleast two perspectives as example. (10)

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

8. Define profit margin and its significance in retail business. List down the options available to a retailer for improving profit margin of the store. (15)
9. Explain the concept of ethical retailing. Which are the three major areas of retailing where ethical behaviour counts? Explain with the help of a suitable example. (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 and Store Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-012/TMA/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions**

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

1. What is visual merchandising? Discuss the trends of visual merchandising in retail sector in India. (10)
2. What do you mean by store layout? Discuss in detail the different types of store layout. (10)
3. What is meant by window display? Explain the different types of errors that may generally occur while planning to display the merchandise in a retail store. (10)
4. What is meant by a colour wheel? Explain in detail the colour schemes used by a merchandiser to display the merchandise. (10)
5. What do you understand by Retail Formats? Describe the various visual merchandising approaches for retail formats. (10)
6. What are the main categories of 'In-store merchandise presentation' for fashion apparel? (10)
7. Write short notes on any two of the following:
  - (a) Gadgets
  - (b) Pallets
  - (c) Gondola (5+5)

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

8. Explain the display approach and merchandise presentation for restaurants and bars. (15)
9. Discuss the role of visual merchandising in banks and service sectors. (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/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions**

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

1. Why is CVM required in retail business? Explain. (10)
2. What is culture? How does it affect consumer behavior? (5+5)
3. What do you mean by “internet retailing”? Specify the advantages of internet retailing. (4+6)
4. Describe various strategies of service recovery. (10)
5. Discuss various factors that are responsible for retail boom in India. (10)
6. Explain the importance of CRM in retail business. (10)
7. “Retaining customers in a business is a cost effective affair”. Throw light on the statement. (10)

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

8. Explain the term service quality? What are the underlying themes of service quality? Also mention the five dimensions of service quality. (3+5+7)
9. How would you design a promotion programme for retail business? Discuss the various tools for communicating value to customers. (7+8)

## 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/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions**

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

1. Discuss the various types of information technologies which are used by the retailer in retail business. (10)
2. Explain the importance of CRM system in retail. Also describe the points which are to be considered while implementing a retail CRM system. (4+6)
3. Explain the various types of loyalty programme with the help of suitable examples. Also discuss the main features of retail loyalty programme. (4+6)
4. What is meant by visual merchandising? Explain the different kinds of variables in visual merchandising with their objectives. (4+6)
5. What is retail reporting? Discuss the role of retail reporting with the help of examples. (3+7)
6. Explain brick-and-mortar retailing. Do you think that integration of brick and mortar retailing and e-retailing is the demand of the present time? Justify your answer. (3+7)
7. Write short notes on:
  - (a) Bar Coding System
  - (b) Merchandise Management System (MMS) (5+5)

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

8. “Buying a point of sale (POS) system is a big investment decision, and can have a significant impact on the efficiency and success of the retail business”. In the light of this statement, discuss the important aspects which should be considered while selecting a POS (Point of Sale) software and also discuss the key to success for POS implementation. (8+7)
9. Explain the concepts of store operation and describe the various challenges which are faced by the retailer while executing the store operation strategies. (5+10)