

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

**ASSIGNMENTS
2026-27**



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



Tutor Marked Assignment (TMA)

First Year

ASSIGNMENTS – 2026-27

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 2026 and January 2027**). The validity is given below:

1. Those who are enrolled in **July 2026**, it is valid upto **June 2027**.
2. Those who are enrolled in **January 2027**, it is valid upto **December 2027**.

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 October.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL–004
Course Title	:	Customer Service Management
Assignment Code	:	BRL–004/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the types of customer service. Discuss the parameters that helps in good customer service. (10)
2. What are the means of identifying customer needs? Describe various ways of handling customer objections. (10)
3. How does the role of salesperson vary with the different retail formats? Explain giving suitable examples. (10)
4. Explain the types of customer personalities. Discuss in brief the closing methods with suitable examples. (10)
5. What is service quality? Discuss the issues to be focused for delivering superior service quality. (10)
6. What is customer experience management. Explain the key areas of customer experience management with suitable examples. (10)
7. **Write short notes on the following:** (5+5)
 - a) Word of mouth
 - b) Chatbots

(B) Essay Type Questions

8.
 - a) Explain the types of complainers. Discuss the reasons for customer grievances in a retail organisation. (8+7)
 - b) Define complaint management. Briefly explain all five stages of complaint management process.
9. Define customer loyalty. Explain the factors affecting customer loyalty giving suitable examples, also discuss the ways in which customer loyalty is built. (15)