

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

**ASSIGNMENTS
2026-27**



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



Tutor Marked Assignment (TMA)

Third 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-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 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-013
COURSE TITLE	:	CUSTOMER VALUE MANAGEMENT
ASSIGNMENT CODE	:	BRL-013/TMA/2026-2027
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

- Q.1** What are the challenges faced by retailers in different regions of India? Explain with the help of examples. **(10)**
- Q.2** What is culture? How does it affect customer behavior? Explain the cross-cultural impact on customer value management. **(10)**
- Q.3** What is RFID? Explain the role of RFID in creating customer value? How is it different from bar code? **(10)**
- Q.4** Explain the concept of service recovery with example. Describe the stages in service recovery process. **(10)**
- Q.5** Briefly describe the gaps model and explain the significance of the five gaps that the model identifies. **(10)**
- Q.6** What tools does a retailer utilise to communicate with his customers? Which according to you is the most effective and why? **(10)**
- Q.7** Why is retaining an existing customer considered more cost-effective than attracting a new one? Explain with the help of examples. **(10)**

(B) Essay Type Questions

- Q.8** Does the concept of holistic shopping experience really apply in practical retail industry? Cite an example of how this concept can be used by retailers to generate new customers. **(15)**
- Q.9** Customer satisfaction alone is not sufficient for long-term business success. Discuss why delighted customers are more valuable to businesses than merely satisfied customers. Also comment on how negatively satisfied (dissatisfied) customers can be harmful to a retail outlet. **(15)**