

**Bachelor of Business Administration in Retailing
(BBARIL)**

**ASSIGNMENTS
2026-27**

[Valid from 1st July, 2026 to 30th June, 2027]

Third Semester



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

Tutor Marked Assignment (TMA)

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-105, BRL-106, BRL-107, BRL-108 and BEVAE-181**.

Assignment is 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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2026 Term End Examination they have to submit latest by in 15 October 2026.
2. Those students who are appearing in June 2027 Term End Examination they have to submit latest by in 15 March 2027.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-105
Course Title	:	Customer Service Management
Assignment Code	:	BRL-105/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 help 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)