Bachelor of Business Administration

(BBA) in Retailing

IInd Year

ASSIGNMENTS
2025-26

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

Tutor Marked Assignment (TMA)

Second Year

ASSIGNMENTS – 2025-26

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-006, BRL-007, BRL-008**, **ECO-01, BCOA-001** and **AMK-01** 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 2025 and January 2026)**. The validity is given below:

1. Those who are enrolled in **July 2025**, it is valid upto **June 2026**.

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

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–006**
Course Title	**:**	**Buying and Merchandising-1**
Assignment Code	**:**	**BRL–006/TMA/2025-26**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe basic principles of merchandising. **(10)**

2. Discuss the processes involved in the buying and merchandise management. **(10)**

3. What is category management? Describe the steps involved in the category management. **(2+8)**

4. Explain the importance of sales forecasting in the retail business. Describe different factors that are taken into account while making it. **(2+8)**

5. Explain the process of setting sales objective. **(10)**

6. What is meant by Break Even Analysis? Explain the 'Mark-up' method of pricing. **(10)**

7. Distinguish between: **(5+5)**

(a) Fixed Cost and Variable Cost

(b) Skimming Pricing and Penetration Pricing

(B) Essay Type Questions

8. Describe briefly different retail price strategies. **(15)**

9. Describe the importance of GMROI and explain the steps involved in calculating it. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL-007**
Course Title	**:**	**Store Operations- I**
Assignment Code	**:**	**BRL-007/TMA/2025-26**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(B) Short Type Questions

1. **a)** Critically analyze the association between store Operation, Store Environment, Productivity and Profitability in retail operations. **(5+5)**

b) Explain the scenario of retail Store in India.

2. **a)** Discuss the advantages of using Demographic and Psychographic segmentation. **(5+5)**

b) Explain the steps involved in Manpower Planning.

3. **a)** Explain the different forms of display methods used. **(5+5)**

b) Explain the challenges of space management and how will you maximize the profitability of your space?

4. **a)** What are the three categories of assets? Explain. **(5+5)**

b) What important steps are followed in setting up an SOP?

5. **a)** What is the importance of Product-Customer Matrix and its impact? **(5+5)**

b) What are the ways of preventing thefts and frauds?

6. **a)** What do you mean by retail formats? **(5+5)**

b) How ecommerce or online business changed the buying habits of the customer?

7. **a)** What all can be covered in competition benchmarking? Comment. **(5+5)**

b) Is multitasking good or bad? Comment.

(B) Essay Type Questions

8. Show the organizational structure of a large retailer and explain how does it differ from that of a small retail organization? **(15)**

9. What are the important drivers in Retail Trade? Explain. Distinguish between Strategic and Resultant drivers. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL–008**
Course Title	**:**	**HUMAN RESOURCES**
Assignment Code	**:**	**BRL–008/TMA/2025-26**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss traditional methods of performance appraisal. **(10)**

2. Define grievance. Explain model grievance procedure. **(10)**

3. Explain in detail the model of manpower planning. **(10)**

4. What do you mean by HR records? Describe in detail the principles of HR record keeping. **(10)**

5. Discuss the barriers in communication. **(10)**

6. Discuss the role of a manager in motivation of employees. **(10)**

7. Describe the challenges of HRM in modern management. **(10)**

(B) Essay Type Questions

8. What do you understand by employee training. Discuss the importance of training in an organization. **(15)**

9. **Write a short note on the following:** **(5x3=15)**

- **a.** Employee exit
- **b.** Job enlargement
- **c.** Induction
- **d.** Performance appraisal
- **e.** Development

TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**ECO-01**
COURSE TITLE	**:**	**BUSINESS ORGANISATION**
ASSIGNMENT CODE	**:**	**ECO-01/TMA/2025-2026**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

1. What do you understand by commerce? Briefly explain the classification of commerce with suitable examples. **(2+18)**

2. Define a stock exchange and explain fully its economic functions. **(2+18)**

3. Explain the services of wholesalers to manufacturers and retailers. **(10+10)**

4. Who is a customer? When does a person become the customer of a bank? **(2+18)**

5. **Comment briefly on the following statements:** **(4×5)**

a) A business which is owned, financed and controlled by a single person is called sole trader organisation.

b) Funds raised to meet the financial requirements of a business can be classified as ownership capital and borrowed capital.

c) Exchange of goods and services across national boundaries is called ‘foreign trade’ or ‘international trade’.

d) Public utilities are the enterprises which supply essential goods and services to the public.

TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**BCOA- 001**
COURSE TITLE	**:**	**BUSINESS COMMUNICATION AND ENTREPRENEURSHIP**
ASSIGNMENT CODE	**:**	**BCOA- 001/TMA/2025-2026**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

1. What are the four things you should do when you write a factual piece of paper? Explain them with the help of practical examples. **(20)**

2. "Communication is what the receiver understands, not what the sender says." Discuss this statement with reference to circulars and memos. **(20)**

3. Explain the essential qualities of a good business report. Why are reports important for managerial decision-making? Give suitable examples. **(20)**

4. What is working capital? Explain the different stages of operating cycle and help, Mustafa, a potential entrepreneur, in working out the operating cycle for his venture. **(20)**

5. Write short notes on the following: **(2×5)**

a) Solicited Proposal
b) Entrepreneurial Motivation

6. Differentiate between the following: **(2×5)**

a) Wage Employment and Self-Employment
b) Financial Appraisal and Marketing Appraisal

TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**AMK 01**
COURSE TITLE	**:**	**MARKETING**
ASSIGNMENT CODE	**:**	**AMK-01/TMA/2025-2026**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

1. What is branding? Explain its importance for a business. Provide two examples of strong brands and describe what makes them successful. **(20)**

2. What do you mean by consumer behaviour? Explain the importance of understanding consumer behaviour. Describe, in detail, how you would go about buying a laptop (your personal purchase process). **(20)**

3. What are the different stages of the Product Life Cycle (PLC)? Explain with examples how companies manage products in each stage. **(20)**

4. **Write short notes on the following:** **(4×5)**

   a) Market Positioning
   b) Personal Selling
   c) Market Segmentation
   d) Inventory Control

5. **Differentiate between the following:** **(4×5)**

   a) Advertising and Publicity
   b) Direct and Indirect Channel of Distribution
   c) Quantity Discount and Trade Discount
   d) Consumer Goods and Industrial Goods