

**TUTOR MARKED ASSIGNMENT (TMA)**

**Course Code-BRL-001  
Course Title: Overview in Retailing  
Assignment Code: BRL-001/TMA/2009-2010**

**For BBA Retail (July-2009) and DIR (July-2008)**

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**Total Marks: 100**

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**(A) Short Questions (Compulsory) (70 Marks)**

	<b>Marks</b>
<b>Ques.1 What is Retailing? Explain retail trends in Indian Scenario?</b>	<b>10</b>
<b>Ques.2 Distinguish between buyer and consumer? What are the dimensions which shape consumer attitudes for retail stores?</b>	<b>10</b>
<b>Ques.3 Explain with examples various types of retail formats?</b>	<b>10</b>
<b>Ques.4 What are the factors affecting the global sourcing decisions?</b>	<b>10</b>
<b>Ques.5 Describe the retail performance measures?</b>	<b>10</b>
<b>Ques.6 What are the tasks performed in a retail firm?</b>	<b>10</b>
<b>Ques.7 List out the non ethical behavior in retailing?</b>	<b>10</b>

**(B) Essay Questions (Compulsory) (30 Marks)**

	<b>Marks</b>
<b>Ques.1 Describe in detail the Legal Acts pertaining to the retail industry?</b>	<b>15</b>
<b>Ques.2 Describe in detail the careers in retail industry?</b>	<b>15</b>

**TUTOR MARKED ASSIGNMENT (TMA)**

**Course Code-BRL-002**

**Course Title: Retail Marketing and Communication**

**Assignment Code: BRL-002/TMA/2009-2010**

**For BBA Retail (July-2009) and DIR (July-2008)**

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**Total Marks: 100**

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**(A) Short Questions (Compulsory) (70 Marks)**

	<b>Marks</b>
<b>Ques.1 What are the elements of retailing industry?</b>	<b>10</b>
<b>Ques.2 What are the retail activities?</b>	<b>10</b>
<b>Ques.3 Describe the qualities of a sales person?</b>	<b>10</b>
<b>Ques.4 Describe the steps in the selling process?</b>	<b>10</b>
<b>Ques.5 What are the objectives of retail promotion mix?</b>	<b>10</b>
<b>Ques.6 What are the services offered by retailers?</b>	<b>10</b>
<b>Ques.7 Mention the sources of Sales Promotion?</b>	<b>10</b>

**(B) Essay Questions (Compulsory) (30 Marks)**

	<b>Marks</b>
<b>Ques.1 Describe the characteristics that determine needs and wants?</b>	<b>15</b>
<b>Ques.2 Discuss in detail the different price strategies?</b>	<b>15</b>

**TUTOR MARKED ASSIGNMENT (TMA)**

**Course Code-BRL-003**

**Course Title: Retail Management Perspectives and Communication**

**Assignment Code: BRL-003/TMA/2009-2010**

**For BBA Retail (July-2009) and DIR (July-2008)**

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**Total Marks: 100**

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**(A) Short Questions (Compulsory) (70 Marks)**

	<b>Marks</b>
Ques.1 What are the ethical responsibilities of a retailer?	<b>10</b>
Ques.2 Mention the features of planning?	<b>10</b>
Ques.3 What is the basis of decision making?	<b>10</b>
Ques.4 Mention the traits of a leader?	<b>10</b>
Ques.5 What is Tally? Mention its applications?	<b>10</b>
Ques.6 How can the communication flow be classified?	<b>10</b>
Ques.7 Specify effective uses of cultural communication?	<b>10</b>

**(B) Essay Questions (Compulsory) (30 Marks)**

	<b>Marks</b>
Ques.1 Describe in detail the issues of team building and management?	<b>15</b>
Ques.2 Explain the concept of Transactional analysis and its application to retail interactions?	<b>15</b>

**TUTOR MARKED ASSIGNMENT (TMA)**

**Course Code-BRL-004**

**Course Title: Customer Service and Management  
Assignment Code: BRL-004/TMA/2009-2010**

**For BBA Retail (July-2009) and DIR (July-2008)**

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Total Marks: 100

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**(A) Short Questions (Compulsory) (70 Marks)**

	<b>Marks</b>
<b>Ques.1 What do you understand by customer service?</b>	<b>10</b>
<b>Ques.2 How do you start a sales conversation?</b>	<b>10</b>
<b>Ques.3 Explain the importance of product knowledge?</b>	<b>10</b>
<b>Ques.4 Mention the different types of customer personalities?</b>	<b>10</b>
<b>Ques.5 Explain the benefits of service quality management to the retail organization?</b>	<b>10</b>
<b>Ques.6 Specify the reasons for customer grievances?</b>	<b>10</b>
<b>Ques.7 Explain benefits of services recovery?</b>	<b>10</b>

**(B) Essay Questions (Compulsory) (30 Marks)**

	<b>Marks</b>
<b>Ques.1 Describe different ways of handling customer objectives?</b>	<b>15</b>
<b>Ques.2 Explain dimensions of service quality?</b>	<b>15</b>

