

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

**ASSIGNMENTS  
2025-26**

**[Valid from 1st July, 2025 to 30th June, 2026]**

**First Semester**



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

## **Tutor Marked Assignment (TMA)**

### **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- 101, BRL-102, BRL-103, BCOE-141 and BEGAE-182** together.

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 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

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

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL–101</b>
<b>Course Title</b>	<b>:</b>	<b>Overview of Retailing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL–101/TMA/2025-26</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is retailing? Briefly explain the challenges for retailers in context of organised Indian retail market. (10)
2. Explain the need for understanding consumer behaviour. Differentiate between social factors and cultural factors that influence retail consumer behaviour? (10)
3. Distinguish between buyer and consumer. Describe the dimensions which shape consumer attitudes for a retail store? (10)
4. a) Explain theories of structural changes in retailing. (5+5)  
b) Briefly explain modern retail formats?
5. How do you distinguish Cross- merchandising from merchandise? Which factors would you suggest for a retailing unit to consider for procuring merchandising? (10)
6. Explain the role of financial management in retailing. Describe how do disciplined financial management would make a retail firm successful. (10)
7. Explain the impact of liberalisation on retail industry. Discuss how do external and internal security help retailers. (10)

**(B) Essay Type Questions**

8. Briefly explain the need for technology and discuss how technology is applied to different departments in retail industry. Describe the various factors that influence technology selection? (15)
9. a) Discuss the attractiveness of rural markets in India. Why is it increasingly becoming a retailer's choice? (8+7)  
b) Discuss how do brands aspiring to become international? How has opting for Multi- channel and Omni channel offered new career options for retailers.

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-102</b>
<b>Course Title</b>	<b>:</b>	<b>Introduction to Retail Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-102/TMA/2025-26</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What are different promotional methodologies for a store? **(10)**
2. Explain core marketing concepts? **(10)**
3. Discuss the factors which affect the nature of consumer decision making? **(10)**
4. What are the sources of sales promotion? **(10)**
5. How to set budget for local store marketing? **(10)**
6. What are the steps in individual selling? How are they different from the B2B selling? **(10)**
7. Explain the different types of retail promotion. **(10)**

**(B) Essay Type Questions**

8. Discuss different types of price strategies? **(15)**
9. Explain various categories of advertising with specific examples. **(15)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-103</b>
<b>Course Title</b>	<b>:</b>	<b>Store Operations – I</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-103/TMA/2025-26</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(B) Short Type Questions**

1. What are the strategy behind the stores? Explain with the help of suitable example. **(10)**
2. Discuss the advantages and disadvantages of demographic and psychographic segmentation. **(10)**
3. What is the importance of organization structure in retail? Explain the important tasks performed in retail. **(10)**
4. Which are the major sources of goods shrinkage in a store? Explain them briefly. **(10)**
5. Define space planning concept. What process one must follow for well defined space planning concept? **(10)**
6. What important steps are followed in setting up of a standard operating procedures (SOP). Also, explain the purpose and benefits SOP. **(10)**
7. What is the importance of a good cashering? Also, discuss the qualities of a good cashier with the help of an example. **(10)**

**(B) Essay Type Questions**

8. Discuss the concept of omnichannel retailing with reference to the integration of online and offline stores. **(15)**
9. Define competition benchmarking and price benchmarking in the context of strategic management. Also describe the process of conducting both type of benchmarking. **(15)**

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2025-26</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- 1) You are the marketing manager of a FMCG company launching a new product. How would you use market segmentation and targeting to position this product effectively? **(10)**
- 2) Prepare a SWOT analysis for an Indian e-commerce company like Flipkart, focusing on internal strengths and weaknesses, and external opportunities and threats. **(10)**
- 3) Define product life cycle (PLC). Discuss the marketing strategies suitable for each stage of the PLC with relevant examples. **(10)**
- 4) Explain the factors influencing consumer buying behavior. How can marketers use consumer behavior insights to shape marketing strategies? **(10)**
- 5) Examine the role of social media in modern marketing. What are the opportunities and challenges associated with it? **(10)**

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- 6) Explain the importance of Customer Relationship Management (CRM) in marketing. **(6)**
- 7) How does pricing play a strategic role in the marketing mix? **(6)**
- 8) Discuss the criteria for selecting marketing intermediaries. What challenges do firms face in managing them effectively? **(6)**
- 9) Define services and explain their characteristics. How does marketing of services differ from marketing of goods? **(6)**
- 10) Discuss the importance of Integrated Marketing Communication (IMC). **(6)**

### **Section – C**

**(Attempt all the questions. Each question carries 10 marks.)**

- 11) **Write short notes on:** **(10)**
  - a) Branding
  - b) Personal selling
- 12) **Distinguish between the following:** **(10)**
  - a) Price skimming and penetration pricing
  - b) Publicity and advertising

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	BEVAE-182
Course Title	:	English Communication Skills
Assignment Code	:	BEVAE-182/TMA/2025-26
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What do you understand by the term ‘non-verbal communication’? What are its advantages? **(10)**
2. Write a short note on Macro functions of communication. **(10)**
3. How do you differentiate between Group Discussions at Interviews and Group Discussions in General? **(10)**
4. What are “homonyms” and “homophones”? Explain with suitable examples. **(10)**
5. What are some of the meeting etiquettes which one must follow while attending a meeting? Also suggest ways to end a meeting. **(10)**
6. A construction company is planning to cut down several trees in your locality to build 10 new flats. As the President of your Residential Association write a formal letter to the editor of your local newspaper highlighting this issue. **(10)**
7. You are attending an international Conference in your city. You have just met a 10 participant from the U.S.A. Write a dialogue in 10 turns where both of you get introduced to each other and discuss your expectations from the conference. **(10)**
8. Write an essay on Barriers to communication. **(10)**
9. A group of five students have been given the topic “Environment Pollution and ways to curb it” for group discussion. Attempt a group discussion for a set of three students. **(10)**
10. You have been invited to speak in a webinar for high school students on the topic: 10 “Contribution of Youth in Nation building” Write your speech in around 300 words. **(10)**