

**Bachelor of Business Administration
(BBA) in Retailing
III rd Year**

**ASSIGNMENTS
2025-26**



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



Tutor Marked Assignment (TMA)

Third 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-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 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–010
Course Title	:	Buying and Merchandising – II
Assignment Code	:	BRL–010/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising? Describe its key elements. (10)
2. Define organisational buying. Explain the factors that affect organisational buying. (10)
3. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? (10)
4. Describe important parameters used for assessing the performance of a retail store. (10)
5. **Write short notes on any two of the following:** (10)
 - a) Merchandise Plan
 - b) 'Reorder period' and 'Delivery period'
 - c) Unit Planning
 - d) Adjacency plan
6. Explain direct and indirect expenses with suitable examples. When do direct expenses change to indirect expenses? (10)
7. What is meant by pricing? Explain different types of pricing commonly used in the retail business. (10)

(B) Essay Type Questions

8. Why is it necessary for the retailer to study market competition before planning his collection for the season? Describe various factors that are taken into account for this purpose. (15)
9. Suppose you want to open a retail store in a town in India. Describe your priorities and strategies for merchandising to achieve success. Justify your strategies. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-011
Course Title	:	Retail Operations and Store Management – II
Assignment Code	:	BRL-011/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the compensatory and non-compensatory models in the consumers' decision-making process for evaluating brands on multiple attributes. (10)
2. What is store design? Explain the important elements of store design. (10)
3. What is a broad price policy? Which are some of the broad price policies a retailer can choose from? (10)
4. **Distinguish between the following:** (10)
 - a) Retail Operations and Store Management
 - b) In-store and Online Retail Operations
 - c) Centralized and Decentralized Inventory Management
 - d) Seasonal and Perpetual Inventory Systems
5. **Write short notes on the following:** (10)
 - a) Store Layout
 - b) Employment Agency
 - c) Net Landed cost
 - d) String
6. **Briefly comment on the following:** (10)
 - a) "In a sharing arrangement there could be a vertical co-operative advertisement".
 - b) "Price penetration strategy may achieve the sales revenue".
 - c) "Customer retention in the marketing effort is considered to be of utmost importance".
 - d) "Inventory management is the heart of store operations".
7. Explain the concept of ethical retailing. Which are the three major areas of retailing where ethical behaviour counts? Elaborate them briefly. (10)

(B) Essay Type Questions

8. Define profit margin and its significance in retail business. List down the options available to a retailer for improving profit margin of the store. (15)
9. Explain the Balanced Scorecard perspectives with reference to a retail business –taking atleast two perspectives as example. (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-012
Course Title	:	Visual Merchandising& Store Management
Assignment Code	:	BRL-012/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

- 1.** What is the importance of visual merchandising in retail sector? Describe in detail the trends in visual merchandising in India. **(10)**
- 2.** What is meant by store ambience? Explain in detail the elements to be taken care while finalizing a store ambience. **(10)**
- 3.** What is meant by In-store displays? Explain the different types of in-store displays. **(10)**
- 4.** Discuss the types of merchandise presentation and distinguish between micro space Planogram and macro space Planogram **(10)**
- 5.** Describe the various VM approaches for Retails formats. **(10)**
- 6.** Write down the difference between Department Store, specialty homeware store, and Hypermarkets. **(10)**
- 7.** What are the main categories of in store merchandise presentation for fashion apparel? Discuss any two categories in details. **(10)**

(B) Essay Type Questions

- 8.** What is the difference between White Goods and Brown Goods? Explain the display approach and presentation of both white goods and brown goods in a retail store. **(15)**
- 9.** What do you mean by store layout? Discuss in detail the different types of store layout. **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

COURSE CODE	:	BRL-013
COURSE TITLE	:	CUSTOMER VALUE MANAGEMENT
ASSIGNMENT CODE	:	BRL-013/TMA/2025-2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

- Q.1** What is Customer Value Management (CVM)? Why is CVM required in retailing? **(10)**
- Q.2** Define customer value expectation. How can a retailer create the right value expectation? **(10)**
- Q.3** What is customer perception? Which factors influence perception? **(10)**
- Q.4** What is customer value communication? What is its importance? **(10)**
- Q.5** Explain the service quality concept. What themes underline service quality? **(10)**
- Q.6** Explain the stages of service recovery in retail. **(10)**
- Q.7** What is Customer Relationship Management (CRM)? How does it help in enhancing customer value in retail? **(10)**

(B) Essay Type Questions

- Q.8** Explain Customer Retention. What are key strategies for retaining customers in retail? **(15)**
- Q.9** Discuss the role of technology in creating customer value. What technologies are commonly used in retail? **(15)**

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL–015
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL–015/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe the store choice drivers for different types of stores. (10)
2. What measure one can take to put CBDs close to commercial offices and cultural and entertainment facilities? (10)
3. Explain the relationship of different goals with category management process. (10)
4. Discuss the elements involved in store layout management. (10)
5. **Distinguish between the following:** (3x5)
 - a) Retailing Advertising Strategy and Manufacturing Advertising Strategy
 - b) Chain Store and Small Store
 - c) Cost-Oriented and Demand Oriented Pricing
6. **Write short notes on the following:** (3x5)
 - a) Merchandise Plan
 - b) Balance Scorecard
 - c) Ethical Retailing

(B) Essay Type Questions

7. Define profit margin and its significance in retail business. List down the options available to a retailer for improving profit margin of the store. (15)
8. Describe the concept of high and low involvement consumer behaviour. Explain them with the help of examples. (15)