

Bachelor in Commerce

B.Com (FYUP)

BRL-101: OVERVIEW OF RETAILING

**ASSIGNMENTS
2024-25**

[Valid from 1st January, 2024 to 31st December, 2024]

First Semester



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



**BACHELOR IN COMMERCE
BRL-101: OVERVIEW OF RETAILING
ASSIGNMENT: 2024-25**

Valid from 1st January, 2024 to 31st December, 2024

Dear Students,

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 June 2024 Term End Examination they have to submit latest by in 15 March 2024.
2. Those students who are appearing in December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.

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

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-101
Course Title	:	Overview of Retailing
Assignment Code	:	BRL-101/TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you understand by the term Retailing? Briefly explain the recent evolving trends in Indian and global retailing. **(10)**
2. Why is it essential to understand consumer behaviour? Explain the factors that influence the consumer behaviour in retailing with examples. **(10)**
3. Distinguish between modern retail formats from traditional retail formats with suitable examples. **(10)**
4. What do you understand by sourcing? Describe steps would you intend to adopt in identifying suppliers in a retail unit? **(10)**
5. Why do you think visual merchandising is necessary in the design of a store? Suggest components to be displayed in a particular retailing unit with examples. **(10)**
6. What are the different pricing techniques? Discuss the different pricing techniques followed in supermarket, discount store and hypermarkets. **(10)**
7. Explain what you do mean by GST? Do you think it benefits the retail industry? **(10)**

(B) Essay Type Questions

8.
 - a) Briefly outline the applications of technology in retail industry. **(8+7)**
 - b) Explain the factors influencing technology selection.
9.
 - a) What do you mean by business ethics. Describe the broad areas of business ethics? **(8+7)**
 - b) Explain the ethical dimensions of retailing. What are the benefits of managing ethics in business.