

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

**ASSIGNMENTS
2025-26**

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

Fifth 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-111, BRL- 112, 113, 114** and **BCOS-185**.

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)

Course Code	:	BRL-111
Course Title	:	RETAIL CONSUMER BEHAVIOUR
Assignment Code	:	BRL-111/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the term targeted marketing with the help of suitable examples. **(10)**
2. What is impulsive buying behavior? What are the various factors that influences impulsive buying behavior? **(10)**
3. Explain in detail how has online consumer behavior influenced the traditional retail stores? **(10)**
4. Write about the concept of cross-cultural influences on retail consumers and its importance. **(10)**
5. What are sociocultural beliefs? How do they impact retail, explain with the help of some examples. **(10)**
6. Explain the role of store atmosphere and physical cues in consumer decision making process. **(10)**
7. What is IOT (internet of things)? Discuss the importance and implications of IOT. **(10)**

(B) Essay Type Questions

8. What do you understand by the terms “social and cultural influencers”? Elucidate the various ways in which these influencers affect the shopping behavior. **(15)**
9.
 - a) Explain about personalization and customization in brief. **(8+7)**
 - b) “More and more retailers are using social media for promoting their products and services”. Explain with the help of some examples.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-112
Course Title	:	BUYING AND MERCHANDISING – II
Assignment Code	:	BRL-112/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the process of merchandising with suitable diagram. (10)
2. Explain 'Buying Behaviour Model' with suitable diagram. (10)
3. Describe the relationship among the basic factors of profitability with a suitable example. (10)
4. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? (10)
5. How do markdowns affect the profitability of the retail business? How is net markdown calculated? (10)
6. What do you mean by book inventory? How does it help in running the retail business smoothly? (10)
7. Describe a format that is commonly used for preparing a merchandise plan. (10)

(B) Essay Type Questions

8. Describe briefly the current retail scenario in India. Which products command the top position in retail at present? (15)
9. Describe the present scenario of the organized retail sector in India. What are its prospects? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL – 113
Course Title	:	BUSINESS ETHICS
Assignment Code	:	BRL–113/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Define “business ethics”? What are the principles of business ethics? (10)
2. Explain critical factors responsible for transparency in data management. (10)
3. What is meant by obsolescence? Distinguish between product obsolescence and planned obsolescence. (10)
4. Define “dynamic pricing”. Discuss the benefits and limitations of the same. (10)
5. How does truthfulness and accuracy in retail advertising contribute to consumer trust and long-term brand reputation? (10)
6. Describe different aspects of ethics in warehousing. (10)
7. What is integrity in terms of business ethics? Elucidate why is employee integrity essential in an organization? (10)

(B) Essay Type Questions

8. Explain the concept of green retailing and its advantages for an organization. (15)
9. What are the common measures for handling occupational hazards in retail industry? (15)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-114
Course Title	:	VISUAL MERCHANDISING & STORE PLANNING
Assignment Code	:	BRL-114/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the elements of visual merchandising? **(10)**
2. What are the various types of retail formats? Give suitable examples. **(10)**
3. Explain the in-store merchandise presentation for furniture, homewares, and home décor Accessories. **(10)**
4. What do you mean by mannequins? Discuss its different types in detail. **(10)**
5. Explain the display approach and presentation of white goods and brown goods in a retail store. **(10)**
6. Define online visual merchandising. Describe the factors related to visual merchandising that must be taken care of while planning to design a hotel. **(10)**
7. Discuss how 'colour' acts as a tool of communication. **(10)**

(B) Essay Type Questions

8. Discuss the Watches, Eyewear/Sunglasses, Fine and Fashion Jewellery categories of in-store merchandise presentation for fashion apparel? **(15)**
9. Write short notes on any three: **(15)**
 - a) Store ambience
 - b) Kiosks
 - c) FMCG
 - d) Lightings

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 185
COURSE TITLE	:	ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOS – 185/TMA/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

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

- Q.1** What is the meaning of managerial competency? What are the various types of competencies which can help entrepreneurs to realise their goals? **(10)**
- Q.2** Explain the stages of the process of New Product Development. **(10)**
- Q.3** What is Start-up India Initiative? Discuss the 19 Point Action Plan of Start-up India. **(10)**
- Q.4** What do you mean by a detailed project report? When it should be prepared and why? **(10)**
- Q.5** “To prepare the business organisations to face the challenges that environment poses, support from the non-financial resources are critical”. Elaborate. **(10)**

Section – B

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

- Q.6** Discuss the role of government in promoting rural entrepreneurship in India. **(6)**
- Q.7** Briefly explain the strategies that the entrepreneur should frame in marketing mix of rural population. **(6)**
- Q.8** What is MSMED Act, 2006? Discuss the key provisions of the Act. **(6)**
- Q.9** Discuss the success stories of two women entrepreneurs in India. **(6)**
- Q.10** Describe the three circle model of family business. **(6)**

Section – C

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

- Q.11** Write short notes on the following: **(5×2)**
- a) Ecosystem Challenges
 - b) PESTLE Analysis
- Q.12** Distinguish between: **(5×2)**
- a) Equity financing and Debt financing
 - b) Angel investors and Venture capitalist.