

**Bachelor of Business Administration
(BBA) in Retailing
Ist Year**

**ASSIGNMENTS
2026-27**



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



Tutor Marked Assignment (TMA)

First Year

ASSIGNMENTS – 2026-27

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-001, BRL-002, BRL-003, and BRL-004** 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 2026 and January 2027**). The validity is given below:

1. Those who are enrolled in **July 2026**, it is valid upto **June 2027**.
2. Those who are enrolled in **January 2027**, it is valid upto **December 2027**.

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–001
Course Title	:	Overview of Retailing
Assignment Code	:	BRL–001/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain various challenges faced by Indian retailers. Discuss how technology adoption is costlier affair for small retail players. **(10)**
2. Discuss cultural and social factors which influence retail consumer behaviour and also distinguish between buyer and consumer. **(10)**
3. What do you understand by sourcing? What steps you would intend to adopt in identifying suppliers for a retail unit? **(10)**
4. a) Explain the role of financial management in retailing. **(5+5)**
b) Briefly explain the tasks performed in a retail firm.
5. Discuss the benefits of GST to the retail industry. Explain how external and internal security will help retailers and customers. **(10)**
6. Discuss the significance of technology in retailing. Explain the factors which influence technology selection in retailing. **(10)**
7. Describe the attractiveness of rural markets in India. Distinguish how rural retailing formats are different from urban retailing formats. **(10)**

(B) Essay Type Questions

8. Explain the cash and carry concept. Discuss the areas where careers can be built up in the retailing field and also describe the popular forms of retail employment. **(15)**
9. a) Define Business ethics. Briefly discuss the ethical dimensions of retailing. **(8+7)**
b) Describe the non-ethical behaviour in retail business. List out the benefits of managing ethics in the workplace.