

**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

Course Code	:	BRL-002
Course Title	:	Retail Marketing and Communication
Assignment Code	:	BRL-002/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. “Marketing deals with customer solutions”. Explain this concept in the light of retail marketing. **(10)**
2. What are the factors that influence consumer behavior in retail banking? **(10)**
3. Explain the importance of personal selling from the perspective of manufacturer. **(10)**
4. Explain McClelland’s three needs theory. **(10)**
5. How do we measure effectiveness of in – store promotions? **(10)**
6. Elaborate upon AIDAS approach and its applicability in the field of marketing. **(10)**
7. Explain few strategies to be used for Budget sourcing. **(10)**

(B) Essay Type Questions

8. What are the different types of stores? Explain them along their product specifications. **(15)**
9. What are the steps in individual selling? How are they different from the B2B selling? **(15)**