

**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-003
Course Title	:	Retail Management Perspectives & Communication
Assignment Code	:	BRL-003/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe the principles of scientific management. **(10)**
2. Explain main barriers to effective planning. **(10)**
3. Explain these organizational structures: Line, Line-and-staff and Matrix. **(10)**
4. What are the major points need to be considered while developing an effective E-mail message? **(10)**
5. Explain exchange theory of communication. **(10)**
6. List some tips for effective cross cultural communication. **(10)**
7. What are the types of Active listening? Explain all of them in brief. **(10)**

(B) Essay Type Questions

8. Define leadership. Explain the different leadership styles and what are their consequences? **(15)**
9. Explain accounting concepts and conventions in detail. **(15)**