

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

**ASSIGNMENTS
2026-27**



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



Tutor Marked Assignment (TMA)

Second 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-006, BRL-007, BRL-008, ECO-01, BCOA-001** and **AMK-01** 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-006
Course Title	:	Buying and Merchandising-1
Assignment Code	:	BRL-006/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss the special features of supermarkets that deal in groceries and staple products. **(10)**
2. Highlight the importance of branding in the retail business. Discuss the various steps involved in brand management. **(10)**
3. Discuss any four methods of pricing, highlighting their utility and circumstances, under which they are used. **(10)**
4. Discuss different steps in the process of budget planning giving suitable examples. **(10)**
5. Explain the importance of sales forecasting in the retail business, outlining the different factors that are considered when making these forecasts. **(10)**
6. "Selecting an appropriate vendor is a key step in the success of an enterprise." Discuss. **(10)**
7. **Distinguish between:** **(5+5)**
 - a) Trade Discount vs. Quantity Discount
 - b) Merchandise Planning vs. Assortment Planning

(B) Essay Type Questions

8. Distinguish between national brands and private label brands. What are the advantages and challenges faced by private label brands? **(15)**
9. What is meant by key performance indicator? Give suitable examples, and explain the main KPIs of buying and merchandising. **(15)**