

**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-007
Course Title	:	Store Operations- I
Assignment Code	:	BRL-007/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. a) Explain the scenario of a retail store in India. (10)
b) Why is a store operations floor walk is an integral part of store operations?
2. a) Define the terms customer and consumer and explain them with an examples. (10)
b) Describe different types of retail customers.
3. a) Discuss the importance of human resource management in Retail. (10)
b) What are the different sources of potential candidates?
4. a) What are the advantages and disadvantages of having a centralized warehouse? (10)
b) Explain the process of calculating GMROI.
5. a) Define space planning concept. What process must be followed for well-defined space planning. (10)
b) Explain the concept of “Space Mix”.
6. a) What are the three categories of assets? Explain. (10)
b) Explain the different methods of calculating depreciation values.
7. a) Explain the purpose and benefits of Standard Operating Procedures. (10)
b) Explain the Transactions Drivers and their significance in retail.

(B) Essay Type Questions

8. What do you understand by the term cashiering? Explain the various qualities of a good cashier with the help of an example. (15)
9. Write the benefits of the offline and online integrations? How Ecommerce or online business changes the buying habits of the consumers? Explain with example. (15)