

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

**ASSIGNMENTS
2026-27**



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



Tutor Marked Assignment (TMA)

Third 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-010, BRL-011, BRL-012, BRL-013 and BRL-015** 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-010
Course Title	:	Buying and Merchandising – II
Assignment Code	:	BRL-010/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising? Explain any three roles played by a retail merchandiser. (10)
2. What is retail buying? Enumerate the factors affecting the buying decisions of a buying centre. (10)
3. What is gross margin and operating profit? How are they calculated? Explain with suitable examples. (10)
4. Define mark-up. Explain different types of mark-ups and distinguish between them. (10)
5. What do you mean by book inventory? Explain the retail method of inventory valuation with the help of an example. (10)
6. What is meant by a merchandise plan? Explain the different factors that are considered while preparing it. (10)
7. Explain the steps involved in the development of a new product with the help of a suitable example. (10)

(B) Essay Type Questions

8. What do you mean by visual merchandising? How does one classify the categories for better presentation in the store? Briefly explain each category. (15)
9. Describe the present scenario of the organised retail sector in India. Explain schematically the process of buying and merchandising being followed by Shoppers Stop. (15)