

**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-011
Course Title	:	Retail Operations and Store Management – II
Assignment Code	:	BRL-011/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain consumer buying behaviour in retail. Discuss the factors influencing consumer decision-making in a product category with suitable examples. **(10)**
2. Explain the process of store site selection. Discuss the major factors that should be considered while selecting a retail location with the help of example. **(10)**
3. Discuss the importance of store layout and design in retail operations. Explain different elements of visual merchandising used in retail stores. **(10)**
4. Explain the marketing implications for high and low involvement product categories with help of suitable examples. **(10)**
5. Discuss the retail promotional mix. Explain how advertising, sales promotion, and other promotional tools contribute to retail performance. **(10)**
6. Explain the concept of Balanced Scorecard in retail operations. How can retailers use financial and non-financial measures to improve the performance? **(10)**
7. Discuss various retail pricing strategies. Explain the factors affecting pricing decisions in retail organizations. **(10)**

(B) Essay Type Questions

8. Discuss in detail the customer retention and loyalty strategies adopted by modern retailers. How can CRM and loyalty programmes enhance long-term customer value? **(15)**
9. Discuss the strategic importance of merchandise planning, category management, and human resource management in achieving retail competitiveness and profitability. **(15)**