

**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-012
Course Title	:	Visual Merchandising& Store Management
Assignment Code	:	BRL-012/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

- 1.** Explain the In-store Merchandise presentation for Homeware. **(10)**
- 2.** What do you understand by macro space Planogram? Discuss the important steps while setting up a new store. **(10)**
- 3.** Explain the essentials of a good display. Describe the different types of errors that may generally occur while planning to display the merchandise in a retail store. **(10)**
- 4.** What is harmony? What are its different forms? Describe the elements of design one should keep in mind while creating harmony. **(10)**
- 5.** Explain the display approach and merchandise presentation for Restaurants and Bars. **(10)**
- 6.** Explain the types of fixtures for In-store visual merchandises for food and groceries. **(10)**
- 7.** What do you mean by Exhibition space? Discuss the points to be taken care while planning for exhibition space. **(10)**

(B) Essay Type Questions

- 8.** What are the elements of visual merchandising? Discuss the steps to be followed in effective visual merchandising. **(15)**
- 9.** Describe the floor plan with a diagram and the categories of men's and women's wear sections. **(15)**