

**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)

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|-----------------|---|--------------------------|
| Course Code     | : | BRL-015                  |
| Course Title    | : | IT APPLICATION IN RETAIL |
| Assignment Code | : | BRL-015/TMA/2026-27      |
| Coverage        | : | All Blocks               |

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is information technology? What are its applications in retail. (10)
2. What is a Merchandise Management System? Explain various functions of Merchandise Management System. (10)
3. Define the concept of a Point of Sale (POS) system in modern retailing. Elaborate upon the key success factors essential for the successful selection, evaluation, and deployment of a Point of Sale (POS) system. (10)
4. What is meant by CRM? How does it differ from social CRM? (10)
5. **Distinguish between the following:** (3x5)
  - a) Barcode scanner and RFID
  - b) Business intelligence and mobile business intelligence.
  - c) Start of the Day (SoD) Vs. End of the Day (EoD)
6. **Write short notes on the following:** (3x5)
  - a) Magnetic Stripe Readers
  - b) Loyalty Management
  - c) Planogram

**(B) Essay Type Questions**

7. What is Store Atmosphere? Enumerate the main components of the “Store execution system. (15)
8. Explain the concept of retail business intelligence and Business analytics. Discuss the steps which are helpful to move towards advanced customer analytics. (15)