

**Bachelor of Business Administration in Retailing
(BBARIL)**

**ASSIGNMENTS
2026-27**

[Valid from 1st July, 2026 to 30th June, 2027]

First Semester



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

Tutor Marked Assignment (TMA)

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- 101, BRL-102, BRL-103, BCOE-141 and BEGAE-182** together.

Assignment is 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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2026 Term End Examination they have to submit latest by in 15 October 2026.
2. Those students who are appearing in June 2027 Term End Examination they have to submit latest by in 15 March 2027.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-102
Course Title	:	Introduction to Retail Marketing
Assignment Code	:	BRL-102/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you understand by the term “marketing mix”? Explain with an example. **(10)**
2. What are the types of consumer decision making process? **(10)**
3. Explain the influence of situational variables on shopping behaviour. **(10)**
4. What are the main types of selling? **(10)**
5. What are the qualities of effective sales person? **(10)**
6. What determines customer needs? **(10)**
7. Explain SPANCO Sales process. **(10)**

(B) Essay Type Questions

8. Describe Retail Promotion. What are the types of Retail Promotion and how does Retail Promotion impact Consumer Buying Behaviour? **(15)**
9. How does Advertising help in Product Promotion? And explain various categories of advertising with specific examples. **(15)**