

**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-103
Course Title	:	Store Operations
Assignment Code	:	BRL-103/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. a) Explain the scenario of a retail store in India. **(10)**
 b) Why is a store operations floor walk is an integral part of store operations?
2. a) Define the terms customer and consumer and explain them with an **(10)**
 examples.
 b) Describe different types of retail customers.
3. a) Discuss the importance of human resource management in Retail. **(10)**
 b) What are the different sources of potential candidates?
4. a) What are the advantages and disadvantages of having a centralized **(10)**
 warehouse?
 b) Explain the process of calculating GMROI.
5. a) Define space planning concept. What process must be followed for well- **(10)**
 defined space planning.
 b) Explain the concept of “Space Mix”.
6. a) What are the three categories of assets? Explain. **(10)**
 b) Explain the different methods of calculating depreciation values.
7. a) Explain the purpose and benefits of Standard Operating Procedures. **(10)**
 b) Explain the Transactions Drivers and their significance in retail.

(B) Essay Type Questions

8. What do you understand by the term cashiering? Explain the various **(15)**
 qualities of a good cashier with the help of an example.
9. Write the benefits of the offline and online integrations? How Ecommerce **(15)**
 or online business changes the buying habits of the consumers? Explain
 with example.