

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

**ASSIGNMENTS
2026**

[Valid from 1st January 2026 to 31st December 2026]

Second Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2026

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignment for **BRL-104**.

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 June 2026 Term End Examination they have to submit latest by in 15 March 2026.
2. Those students who are appearing in December 2026 exams. They should download the new assignment and submit the same latest by 15 October 2026.

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

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-104
Course Title	:	RETAIL MANAGEMENT PERSPECTIVES AND COMMUNICATION
Assignment Code	:	BRL-104/TMA/2026
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the difference between line and staff functions? Discuss this in light of the various types of organizational structures that a company can consider. **(10)**
2. What are the various types of plans? **(10)**
3. How can marginal analysis and cost benefit analysis serve as tools for evaluating alternatives? **(10)**
4. Differentiate between Autocratic, Democratic and Laissez Faire styles of Leadership. **(10)**
5. How CCM (customer communication management) can help improve branding of a retailer? **(10)**
6. Discuss the Positive and Negative Impact of Technology Enabled Communication. **(10)**
7. How do you apply Exchange Theory of Communication to retail interactions? **(10)**

(B) Essay Type Questions

8. Mention the application of data in different departments of a retail company. **(15)**
9. What are the different characteristics of controlling? How does controlling differ from other functions of management? **(15)**