

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

**ASSIGNMENTS
2026-27**

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

Third 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-105, BRL-106, BRL-107, BRL-108 and BEVAE-181**.

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-107
Course Title	:	Buying and Merchandising-I
Assignment Code	:	BRL-107/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Discuss the special features of supermarkets that deal in groceries and staple products. **(10)**
2. Highlight the importance of branding in the retail business. **(10)**
Discuss the various steps involved in brand management.
3. Discuss any four methods of pricing, highlighting their utility and circumstances, under which they are used. **(10)**
4. Discuss different steps in the process of budget planning giving suitable examples. **(10)**
5. Explain the importance of sales forecasting in the retail business, outlining the different factors that are considered when making these forecasts. **(10)**
6. “Selecting an appropriate vendor is a key step in the success of an enterprise.” Discuss. **(10)**
7. **Distinguish between:** **(5+5)**
 - a) Trade Discount vs. Quantity Discount
 - b) Merchandise Planning vs. Assortment Planning

(B) Essay Type Questions

8. Distinguish between national brands and private label brands. What are the advantages and challenges faced by private label brands? **(15)**
9. What is meant by key performance indicator? Give suitable examples, and explain the main KPIs of buying and merchandising. **(15)**