

**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–108
Course Title	:	Retail Operations and Store Management
Assignment Code	:	BRL–108/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain consumer buying behaviour in retail. Discuss the factors influencing consumer decision-making in a product category with suitable examples. **(10)**
2. Explain the process of store site selection. Discuss the major factors that should be considered while selecting a retail location with the help of example. **(10)**
3. Discuss the importance of store layout and design in retail operations. Explain different elements of visual merchandising used in retail stores. **(10)**
4. Explain the marketing implications for high and low involvement product categories with help of suitable examples. **(10)**
5. Discuss the retail promotional mix. Explain how advertising, sales promotion, and other promotional tools contribute to retail performance. **(10)**
6. Explain the concept of Balanced Scorecard in retail operations. How can retailers use financial and non-financial measures to improve the performance? **(10)**
7. Discuss various retail pricing strategies. Explain the factors affecting pricing decisions in retail organizations. **(10)**

(B) Essay Type Questions

8. Discuss in detail the customer retention and loyalty strategies adopted by modern retailers. How can CRM and loyalty programmes enhance long-term customer value? **(15)**
9. Discuss the strategic importance of merchandise planning, category management, and human resource management in achieving retail competitiveness and profitability. **(15)**