

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

**ASSIGNMENTS
2026**

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

Fourth 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 assignments for **BRL-109** and **BRL-110**.

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-110
Course Title	:	IT APPLICATION IN RETAIL
Assignment Code	:	BRL-110/TMA/2026
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe the role of Management Information Systems (MIS) in improving operational efficiency and managerial control in retail organizations. **(10)**
2. Discuss the strategic role of Point of Sale (POS) systems in enhancing customer experience and real-time data capture in modern retail. **(10)**
3. Analyse the significance of Business Intelligence (BI) tools in retail forecasting and performance measurement. **(10)**
4. **Distinguish between the following:** **(4×5)**
 - a) System Software vs Application Software
 - b) Centralized Database vs Distributed Database
 - c) Barcode Technology vs RFID Technology
 - d) Traditional Retailing vs E-Retailing
5. **Write short notes on the following:** **(4×5)**
 - a) Role of Information Technology in Organized Retailing
 - b) Features and benefits of Retail Database Management Systems
 - c) Loyalty Program Technologies in Retail
 - d) Mobile Business Intelligence in Retail Decision-Making

(B) Essay Type Questions

6. Explain the evolution of Information Technology in retail business and its impact on supply chain efficiency and customer engagement. Also, discuss why is the information system important in retail business? **(15)**
7. What is Merchandise Management Systems (MMS)? Explain the architecture and applications of MMS and analyse implementation challenges. Also, Examine the functional importance of MMS in retail planning and inventory control. **(15)**