

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

**ASSIGNMENTS
2026-27**

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

Fifth 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-111, BRL- 112, 113, 114** and **BCOS-185**.

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-111
Course Title	:	RETAIL CONSUMER BEHAVIOUR
Assignment Code	:	BRL-111/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the steps involved in retail consumer buying process? Write a note explaining the consumer buying cycle in retail industry. **(10)**
2. Why is product quality and pricing a barrier in building loyal customers? Explain. **(10)**
3. Briefly explain the role of post purchase evaluation and satisfaction in retail shopping. **(10)**
4. “More and more retailers are using social media for promoting their products and services”. Discuss. **(10)**
5. How can retailers use AI and machine learning to improve customer segmentation and personalize marketing strategies? **(10)**
6. What are the differences between RFM analysis and Customer Lifetime Value (CLV), and how do retailers use these models to target potential consumers? **(10)**
7. How does store layout influence consumer navigation, product discovery, and purchase decisions in a retail environment? **(10)**

(B) Essay Type Questions

8. Discuss the impact of online reviews and ratings on consumer decision-making and buying behaviour. Explain how positive and negative reviews influence consumer perceptions, trust, purchase intentions, and brand loyalty, with suitable examples. **(15)**
9.
 - a) State the factors influencing impulsive buying behavior of a consumer. **(8+7)**
 - b) What are the ethical considerations and practices in retailing? Explain.