

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

**ASSIGNMENTS
2025-26**

[Valid from 1st July, 2025 to 30th June, 2026]

Fifth Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2025-26

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 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 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-111
Course Title	:	RETAIL CONSUMER BEHAVIOUR
Assignment Code	:	BRL-111/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the term targeted marketing with the help of suitable examples. **(10)**
2. What is impulsive buying behavior? What are the various factors that influences impulsive buying behavior? **(10)**
3. Explain in detail how has online consumer behavior influenced the traditional retail stores? **(10)**
4. Write about the concept of cross-cultural influences on retail consumers and its importance. **(10)**
5. What are sociocultural beliefs? How do they impact retail, explain with the help of some examples. **(10)**
6. Explain the role of store atmosphere and physical cues in consumer decision making process. **(10)**
7. What is IOT (internet of things)? Discuss the importance and implications of IOT. **(10)**

(B) Essay Type Questions

8. What do you understand by the terms “social and cultural influencers”? Elucidate the various ways in which these influencers affect the shopping behavior. **(15)**
9.
 - a) Explain about personalization and customization in brief. **(8+7)**
 - b) “More and more retailers are using social media for promoting their products and services”. Explain with the help of some examples.