

**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-112
Course Title	:	BUYING AND MERCHANDISING – II
Assignment Code	:	BRL-112/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What do you mean by merchandising? Explain any three roles played by a retail merchandiser. (10)
2. What is retail buying? Enumerate the factors affecting the buying decisions of a buying centre. (10)
3. What is gross margin and operating profit? How are they calculated? Explain with suitable examples. (10)
4. Define mark-up. Explain different types of mark-ups and distinguish them. (10)
5. What do you mean by book inventory? Explain the retail method of inventory valuation with the help of an example. (10)
6. What is meant by a merchandise plan? Explain the different factors that are considered while preparing it. (10)
7. Explain the steps involved in the development of a new product with the help of a suitable example. (10)

(B) Essay Type Questions

8. What do you mean by visual merchandising? How does one classify the categories for better presentation in the store? Briefly explain each category. (15)
9. Describe the present scenario of the organised retail sector in India. Explain schematically the process of buying and merchandising being followed by Shoppers Stop. (15)