

**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-112
Course Title	:	BUYING AND MERCHANDISING – II
Assignment Code	:	BRL-112/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the process of merchandising with suitable diagram. (10)
2. Explain 'Buying Behaviour Model' with suitable diagram. (10)
3. Describe the relationship among the basic factors of profitability with a suitable example. (10)
4. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? (10)
5. How do markdowns affect the profitability of the retail business? How is net markdown calculated? (10)
6. What do you mean by book inventory? How does it help in running the retail business smoothly? (10)
7. Describe a format that is commonly used for preparing a merchandise plan. (10)

(B) Essay Type Questions

8. Describe briefly the current retail scenario in India. Which products command the top position in retail at present? (15)
9. Describe the present scenario of the organized retail sector in India. What are its prospects? (15)