

**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-114
Course Title	:	VISUAL MERCHANDISING & STORE PLANNING
Assignment Code	:	BRL-114/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is visual merchandising? Explain the objectives of visual merchandising in India. (10)
2. What is meant by a colour wheel? Discuss the rules of colours that can improve the display. (10)
3. What do you understand by macro-space planogram? Discuss the important steps while setting up a new store. (10)
4. Explain the types of fixtures and their applications in food and grocery products. (10)
5. Define online visual merchandising. Describe the factors related to visual merchandising that must be taken care of while planning to design a hotel. (10)
6. Describe the main types of sources of lighting and types of lighting fixtures setting. (10)
7. Explain the display approach for apparels. Discuss the comparative study across retail formats. (10)

(B) Essay Type Questions

8. Discuss in detail the different types of displays and display setting. Explain the essentials of a good display. (15)
9. Write short notes on any three: (15)
 - a) Façade Signage
 - b) Exclusive Store
 - c) Fittings and Hardware
 - d) Kiosks