

**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-114
Course Title	:	VISUAL MERCHANDISING & STORE PLANNING
Assignment Code	:	BRL-114/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the elements of visual merchandising? **(10)**
2. What are the various types of retail formats? Give suitable examples. **(10)**
3. Explain the in-store merchandise presentation for furniture, homewares, and home décor Accessories. **(10)**
4. What do you mean by mannequins? Discuss its different types in detail. **(10)**
5. Explain the display approach and presentation of white goods and brown goods in a retail store. **(10)**
6. Define online visual merchandising. Describe the factors related to visual merchandising that must be taken care of while planning to design a hotel. **(10)**
7. Discuss how 'colour' acts as a tool of communication. **(10)**

(B) Essay Type Questions

8. Discuss the Watches, Eyewear/Sunglasses, Fine and Fashion Jewellery categories of in-store merchandise presentation for fashion apparel? **(15)**
9. Write short notes on any three: **(15)**
 - a) Store ambience
 - b) Kiosks
 - c) FMCG
 - d) Lightings