

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

**ASSIGNMENTS  
2026**

**[Valid from 1st January 2026 to 31st December 2026]**

**Sixth Semester**



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

## **Tutor Marked Assignment (TMA)**

### **ASSIGNMENTS – 2026**

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-115 and BCOS-184**.

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 June 2026 Term End Examination they have to submit latest by in 15 March 2026.
2. Those students who are appearing in December 2026 exams. They should download the new assignment and submit the same latest by 15 October 2026.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	BRL-115
Course Title	:	RETAIL SUPPLY CHAIN MANAGEMENT
Assignment Code	:	BRL-115/TMA/2026
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Define Retail Supply Chain Management. Explain its primary objectives and how it differs from traditional wholesale supply chain management. (10)
2. Explain the Bullwhip Effect in supply chains. How does information sharing and demand forecasting help in minimizing its impact on a retail business? (10)
3. Discuss the Vendor Selection Process. What criteria should a retail manager prioritize when selecting a long-term strategic partner versus a transactional vendor? (10)
4. Analyse the role of Blockchain technology in SCM. How does it enhance transparency and traceability in global retail operations? (10)
5. **Distinguish between the following:** (4x5)
  - a) Push-based Supply Chain and Pull-based Supply Chain.
  - b) Cross-docking and Traditional Warehousing.
  - c) JIT (Just-in-Time) and Lean Management.
  - d) Direct Store Delivery (DSD) and Distribution Centre (DC) Delivery.
6. **Write short notes on the following:** (4x5)
  - a) Radio Frequency Identification (RFID) in Retail.
  - b) Green Logistics and Sustainability.
  - c) Economic Order Quantity (EOQ).
  - d) Key Performance Indicators (KPIs) for Warehouse Productivity.

**(B) Essay Type Questions**

7. "Omnichannel retail requires a fundamental shift in supply chain strategy." Evaluate this statement. Discuss the logistical challenges a retailer faces when integrating offline stores with online sales platforms. (10)
8. Examine the impact of Global Supply Chain risks. Discuss how a retailer can build a "Resilient Supply Chain" to handle unexpected disruptions like natural disasters, trade wars, or shipping lane blockages. Provide strategies for risk mitigation. (10)