

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

**ASSIGNMENTS
2026-27**

[Valid from 1st July, 2026 to 30th June, 2027]

First 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- 101, BRL-102, BRL-103, BCOE-141 and BEGAE-182** together.

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–101
Course Title	:	Overview of Retailing
Assignment Code	:	BRL–101/TMA/2026-27
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain various challenges faced by Indian retailers. Discuss how is technology adoption costlier affair for small retail players. **(10)**
2. Discuss cultural and social factors which influence retail consumer behaviour and also distinguish between buyer and consumer. **(10)**
3. What do you understand by sourcing? What steps you would intend to adopt in identifying suppliers for a retail unit? **(10)**
4. a) Explain the role of financial management in retailing. **(5+5)**
b) Briefly explain the tasks performed in a retail firm.
5. Discuss the benefits of GST to the retail industry. Explain how will external and internal security help retailers and customers. **(10)**
6. Discuss the significance of technology in retailing. Explain the factors which influence technology selection in retailing. **(10)**
7. Describe the attractiveness of rural markets in India. Distinguish how are rural retailing formats different from urban retailing formats. **(10)**

(B) Essay Type Questions

8. Explain the cash and carry concept. Discuss the areas where careers can be built up in the retailing field and also describe the popular forms of retail employment. **(15)**
9. a) Define Business ethics. Briefly discuss the ethical dimensions of retailing. **(8+7)**
b) Describe the non-ethical behaviour in retail business. List out the benefits of managing ethics in the workplace.