

Bachelor in Commerce

B.Com (FYUP)

BRL–101: OVERVIEW OF RETAILING

**ASSIGNMENTS
2026**

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

First Semester



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



BACHELOR IN COMMERCE B.Com (FYUP)
BRL-101: OVERVIEW OF RETAILING
ASSIGNMENT: 2026

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Dear Students,

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)

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

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Define Retailing. Briefly explain the factors influencing the growth of retail in context of organised Indian retail market. **(10)**
2. What do you understand by consumer behaviour and explain the importance of understanding retail consumer behaviour. **(10)**
3. Explain traditional retail formats. Distinguish between modern retail formats from traditional formats with suitable examples. **(10)**
4. a) Explain the factors affecting the global sourcing decisions. **(5+5)**
b) Briefly explain the benefits of EDLP pricing technique.
5. What are the key issues in financial management? Discuss the role of financial management in retailing. **(10)**
6. Discuss the impact of Liberalisation on retail industry. Briefly explain various legislations impacting retail industry. **(10)**
7. How is e-tailing different from retailing? Discuss the advantages and disadvantages of e-tailing. **(10)**

(B) Essay Type Questions

8. Explain how the employment opportunities are booming up in organized retail? Classify rural retailing formats and distinguish how are they different from urban retailing formats. **(15)**
9. a) Explain the benefits of managing business ethics in business. Distinguish between the ethical standards and ethical codes. **(8+7)**
b) Describe the broad areas of business ethics. List out the non-ethical behaviour in retailing.