

COURSE / ASSIGNMENT DETAILS

BRL-111: BRL-111

Course Code	BRL-111
Course Title / Subject	BRL-111
Programme	Undergraduate Honours / CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment (TMA)

This reference solution is prepared in clear, professional academic language for direct handwritten assignment practice.

Official IGNOU Assignment / Syllabus Question Paper

The question paper below is rendered from the official IGNOU assignment syllabus PDF.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-111
Course Title	:	RETAIL CONSUMER BEHAVIOUR
Assignment Code	:	BRL-111/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the term targeted marketing with the help of suitable examples. (10)
2. What is impulsive buying behavior? What are the various factors that influences impulsive buying behavior? (10)
3. Explain in detail how has online consumer behavior influenced the traditional retail stores? (10)
4. Write about the concept of cross-cultural influences on retail consumers and its importance. (10)
5. What are sociocultural beliefs? How do they impact retail, explain with the help of some examples. (10)
6. Explain the role of store atmosphere and physical cues in consumer decision making process. (10)
7. What is IOT (internet of things)? Discuss the importance and implications of IOT. (10)

(B) Essay Type Questions

8. What do you understand by the terms "social and cultural influencers"? Elucidate the various ways in which these influencers affect the shopping behavior. (15)
9. a) Explain about personalization and customization in brief. (8+7)
b) "More and more retailers are using social media for promoting their products and services". Explain with the help of some examples.

Solved Answers

Answer 1: Explain the term **term targeted marketing with the help of suitable examples**. (ignoucollage.in)

About 500 words

The study and understanding of **term targeted marketing with the help of suitable examples** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **term targeted marketing with the help of suitable examples** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

Furthermore, evaluating the procedural and developmental progression of **term targeted marketing with the help of suitable examples** provides deeper insight into its overall significance. When applied to specific cases or experimental situations, researchers observe a distinct sequence of causes and effects. Whether analyzing social structures, historical shifts, economic behavior, literary expression, or scientific phenomena, maintaining methodological precision at every phase is critical. Rigorous analysis prevents misinterpretation and ensures that comparative evaluations yield valid, repeatable conclusions.

In applied contexts and practical scenarios—particularly within the institutional, socioeconomic, and environmental context of India—the relevance of **term targeted marketing with the help of suitable examples** becomes readily apparent. Public administration, educational institutions, corporate governance, and scientific research laboratories rely heavily on these foundational principles to address complex practical challenges. For example, implementing systematic standards and evidence-based methodologies allows organizations and decision-makers to optimize resources, enhance productivity, and achieve sustainable developmental goals.

In summary, a thorough mastery of **term targeted marketing with the help of suitable examples** is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: What is **impulsive buying behavior? what are the various factors that influences impulsive buying behavior?** (ignoucollage.in)

About 500 words

The study and understanding of **impulsive buying behavior? what are the various factors that influences impulsive buying** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories

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Answer 3: Explain in detail how has online consumer behavior influenced the traditional retail stores? (ignoucollage.in)

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The study and understanding of **how has online consumer behavior influenced the traditional retail stores** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 4: Write about the concept of cross-cultural influences on retail consumers and its importance. (ignoucollage.in)

About 500 words

The study and understanding of **write about the concept of cross-cultural influences on retail consumers and its** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: What are sociocultural beliefs? How do they impact retail, explain with the help of some examples. (ignoucollage.in)

About 500 words

The study and understanding of **sociocultural beliefs? how do they impact retail, explain with the help of** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: Explain the role of store atmosphere and physical cues in consumer decision making process. (ignoucollage.in)

About 500 words

The study and understanding of **role of store atmosphere and physical cues in consumer decision making process** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 7: What is IOT (internet of things)? Discuss the importance and implications of IOT. (B) Essay Type Questions (ignoucollage.in)

About 500 words

The study and understanding of **iot (internet of things)? discuss the importance and implications of iot. (b)** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 8: What do you understand by the terms “social and cultural influencers”? Elucidate the various ways in which these influencers affect the shopping behavior. (ignoucollage.in)

About 500 words

The study and understanding of **what do you understand by the terms “social and cultural influencers”? elucidate** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 9: Explain about personalization and customization in brief. b) “More and more retailers are using social media for promoting their products and services”. Explain with the help of some examples. (8+7) (ignoucollage.in)

About 500 words

The study and understanding of **about personalization and customization in brief. b) “more and more retailers are** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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