

## BRL-112: BRL-112

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|------------------------|-------------------------------|
| Course Code            | BRL-112                       |
| Course Title / Subject | BRL-112                       |
| 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-112                       |
| Course Title    | : | BUYING AND MERCHANDISING – II |
| Assignment Code | : | BRL-112/TMA/2025-26           |
| Coverage        | : | All Blocks                    |

Maximum Marks: 100

Attempt all the questions.

### (A) Short Type Questions

1. Explain the process of merchandising with suitable diagram. (10)
2. Explain 'Buying Behaviour Model' with suitable diagram. (10)
3. Describe the relationship among the basic factors of profitability with a suitable example. (10)
4. Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? (10)
5. How do markdowns affect the profitability of the retail business? How is net markdown calculated? (10)
6. What do you mean by book inventory? How does it help in running the retail business smoothly? (10)
7. Describe a format that is commonly used for preparing a merchandise plan. (10)

### (B) Essay Type Questions

8. Describe briefly the current retail scenario in India. Which products command the top position in retail at present? (15)
9. Describe the present scenario of the organized retail sector in India. What are its prospects? (15)

## Solved Answers

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### Answer 1: Explain the process of merchandising with suitable diagram. (ignoucollage.in)

About 500 words

The study and understanding of **process of merchandising with suitable diagram** 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 **process of merchandising with suitable diagram** 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 **process of merchandising with suitable diagram** 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 **process of merchandising with suitable diagram** 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 **process of merchandising with suitable diagram** 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: Explain 'Buying Behaviour Model' with suitable diagram. (ignoucollage.in)

About 500 words

The study and understanding of **'buying behaviour model' with suitable diagram** 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 3: Describe the relationship among the basic factors of profitability with a suitable example. (ignoucollage.in)**

About 500 words

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#### **Answer 4: Giving suitable examples, describe the difference between the cost mark-up and the retail mark-up. Which mark-up is used more commonly? (ignoucollage.in)**

About 500 words

The study and understanding of **giving suitable examples, describe the difference between the cost mark-up and the** 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: How do markdowns affect the profitability of the retail business? How is net markdown calculated? (ignoucollage.in)**

About 500 words

The study and understanding of **how do markdowns affect the profitability of the retail business? how is** 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: What do you mean by book inventory? How does it help in running the retail business smoothly? (ignoucollage.in)**

About 500 words



The study and understanding of **what do you mean by book inventory? how does it help in** 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: Describe a format that is commonly used for preparing a merchandise plan. (B)** **Essay Type Questions (ignoucollage.in)**

About 500 words

The study and understanding of **format that is commonly used for preparing a merchandise plan. (b) essay** 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: Describe briefly the current retail scenario in India. Which products command the top position in retail at present? (ignoucollage.in)**

About 500 words

The study and understanding of **briefly the current retail scenario in india. which products command the top** 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: Describe the present scenario of the organized retail sector in India. What are its prospects? (ignoucollage.in)**

**About 500 words**

The study and understanding of **present scenario of the organized retail sector in india. what are 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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