**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**DBB1205 – RETAIL MANAGEMENT**

**Assignment Set – 1**

**1. Define retail strategy. Discuss the various strategies adopted by retailers to grow their business.**

**Ans:** Retail strategy is about corporate survival and prosperity in a changing retail environment. It is about environmental analysis, identification of factors that are critical to success, recognition and building of corporate competences, developing, maintaining and communicating the strategic direction to the staff, Its Half solved only

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**2. The classification of retail stores can be summarized in store and non-store formats. List and explain sub-categories of both store and non-store format.**

**Ans: 1. Store retail format**

The following are the types of retail stores under store retail format:

1. **Convenience store:** It is

**3. Do you think that the selection of retail store site can be systematic based on certain parameters and steps to be followed? Justify the context with description.**

**Ans:** On the other hand, it may be a systematic process, which would be based on certain parameters and steps to be followed. After identifying the region, the following steps have to be followed:

1.

**Assignment Set – 2**

**4. Define retail pricing. What are the factors influencing retail prices? Elaborate various pricing strategies available with the retailers.**

**Ans:** Pricing is the process of determining what an organisation will receive in exchange for its products and services. Pricing of a product of service depends on factors like manufacturing cost, market place, competition, market

**5. What are the two most common methods used to analyze the merchandise performance? Explain in detail.**

**Ans:** Whatever source is chosen, retailer must decide a procedure to analyse the merchandise performance with regard to addition or deletion of SKUs, vendors and departments as an on-going process. These decisions

**6. Discuss the various types of store layout with examples.**

**Ans:** Store layout refers to the interior retail store arrangement of departments or groupings of merchandise. It is important for the retailers to evolve a customer friendly layout. This involves paying adequate attention to factors such as:

* Expected movement of customers visiting the store.
* Space allotted to