**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMKT303 – RETAIL MARKETING**

**Assignment Set – 1**

**1. Explain the major factors of macro environment which impact the survival of retail business.**

**Ans:** The major factors of macro environment which impact the survival of retail business:-

**Demographic Environment** Retailers are keenly interested in the size of the population – Gender, income patterns and distribution. Changing nature and volume of population are linked to the demographic factors like – how people are conducting themselves in the new world by increasing per capita income, Its Half solved only

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**2. Discuss the various types of store layout with advantages and disadvantages.**

**Ans: There are several types of store layout. Let us now look at each of them in detail.**

**Racetrack form** This layout ensures the shoppers start from the point where they enter the stores, flow through the entire store and then get back to where they started from. In lifestyle stores this called forced

**3. Define retail merchandising. Explain the steps followed in merchandise management process.**

**Ans: Retail merchandising** refers to the process used to conduct retail sales. As part of the process, the merchandiser pays close attention to the different types of products offered for sale, how to present those products to consumers in a best way, and determine a reasonable retail price for each unit

**Assignment Set – 2**

**4. Differentiate between private label and national brand. Explain the growth drivers of private label.**

**Ans:** National brand is a type of product brand name that is nationally distributed. Such brands are developed and managed by brand managers and are available widely at a variety of retail outlets all over the country. In many cases, these are also widely accepted by people worldwide.

Among Indian national

**5. Describe the various methods adopted by retailers to enter global market.**

**Ans: Generally the industry talks of five modes of market entry as practiced by the International Retailers**.

**Non Controlling Interest**

This approach is generally practised by Companies in their initial stages of expansion. When they do not have extensive experience in setting up international operations and when there is a lack of sufficient market intelligence as well as understanding of the foreign market, the international retailer

**6. Define retail pricing. What are the factors influencing retail prices?**

**Ans:** The price at which the product is sold to the end customer is called the retail price of the product. Retail price is the summation of the manufacturing cost and all the costs that retailers incur at the time of charging the customer.

**Market factors:** Different pricing practices may be followed in different markets or cities. In particular, market type, be it a metropolitan city or a small city, may be associated with a particular pricing