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| **SESSION** | **JUL-AUG 2022** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DBB1205 – RETAIL MANAGEMENT** |

**Assignment Set – 1**

**1. What is meant by retailing? Explain the different types of store retail formats.**

**Ans:** Retailing, thus, can be defined as a conclusive set of activities or steps used to sell a product or a service to consumers for their use. It is responsible for meeting individual demands of the consumer with supplies of all manufacturers. Retailing also adds value to the products and services sold to

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**2. Explain the various factors influencing the retail consumer.**

**Ans: Factors Influencing the Retail Consumer**

There are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. The explanation of these factors is given below.

**1. Cultural factors Consumer behaviour**

**3. Explain various steps involved in choosing a retail location.**

**Ans: Steps involved in choosing a retail location**

Selection of the store site can be a non-systematic process, which is based on experience or environmental observation or following on the competitor’s footsteps (or near competitors). On the other hand, it may be a systematic process, which would be based on certain parameters and

**Assignment Set – 2**

**4. What are the stages involved in merchandise planning? Explain in detail.**

**Ans: Stages of Merchandise planning:**

**Stage 1: Developing sales forecast**

Sales forecasting is made based on the targets and inputs given by the top management. Sales forecasting enables to determine the inventory needs for a particular product or category.

A good model of sales forecasting answers the following questions:

1. How much of each product needs to be purchased?

2. Should new products be added to the merchandise assortment?

**5. Write short notes on the following concepts:**

**a) Premises Management**

**Ans: Premises management** Managing the operations of a retail store starts by determining how the tasks pertaining to the premises are to be performed. Firstly, the duration of the hours for business need to be determined. It is also necessary to specify with whom the

**6. List and explain some of the modern retail formats.**

**Ans: Store formats and retail parlance** Store formats; their positioning and differentiation characteristics create a different image in the minds of the customer. The categorisation of the retail formats can be on the basis of location, design, size, merchandise, service experience offering etc. The existence of a number of retail formats makes it customary to understand the