**SESSION AUG/SEP 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DMKT303 – RETAIL MARKETING**

**CREDITS 4**

**Assignment Set – 1**

**1. Markets are complex entities that can be segmented in a variety of ways. Explain in detail with relevant examples.**

**Ans:** Markets are complex entities that can be segmented in a variety of ways. It is an important issue to find an appropriate segmentation scheme that will facilitate target-marketing, product positioning, and developing successful marketing strategies and action programmes

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**2. Store layout can be managed in variety of ways to entice and enhance customers’ shopping experience. With reference to this statement, detail the different forms of store layout with stated advantages and disadvantages.**

**Ans: 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 circulation wherein the shoppers are led through the store along the racetrack using

**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 sold. Earlier,

**Assignment Set – 2**

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

**Ans:** A 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 brands in retail, we have Liberty, Action, etc. whereas worldwide brands in retail include

**5. List the various methods adopted by retailers to enter global market. Describe all with suitable examples.**

**Ans:** The retailers’ internal expertise and management capability coupled with the amount of financial exposure that the Company wishes to have as well as the kind of control that the Company wishes to exert in the foreign operations decide the entry mode and strategy of International Retailers. Generally the industry talks of five modes of market entry as practiced by the International

**6. Discuss the concept of retail pricing. Explain in detail the factors influencing retail prices.**

**Ans:** The retail price is what consumers pay for the finished product when it is sold. These customers don't purchase the item to resell it but to use it. The fundamental objective for a retailer when setting a price is to maximize the profit while setting a price that customer will be ready to pay.

Pricing strategy is