**SESSION AUG/SEP 2022**

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

**SEMESTER III**

**COURSE CODE &amp; NAME DRMM302 – RETAIL CUSTOMER RELATIONSHIP MANAGEMENT**

**CREDITS 4**

**Assignment Set – 1**

**1. What are the strategies employed by global retailers to enter international markets?**

**Ans: Retailers should follow the below steps to ensure running a global chain successfully.**

1. **Evaluate global potential** The retailer must evaluate its international potential to understand the trends of the industry. It must assess its domestic position and the effects of any international operations on its existing operations. It must estimate its sales potential. Extensive research must be done

**2. Describe in detail steps followed in category management business process.**

**Ans:** The category management business process consists of a set of activities that are performed to give specific desired output to suppliers, customers, and retailers. The process helps both suppliers and retailers to contribute to offering the best value to customers. There are eight stages in the process of

**3. Define integrated marketing communication. Explain the six criteria defined by Kevin Lane Keller that help determine if the communications are effective and integrated?** Its Half solved only

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**Ans: The American Marketing Association** defines Integrated Marketing Communications as the ‘the concept of marketing communication planning that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (general advertising, direct response, sales promotion, and public relations) and combines these

**Assignment Set – 2**

**4. Describe the various methods used to measure brand equity.**

**Ans: Following are the brand equity measures used commonly**

**1) Brand Awareness** This metric is about how well the consumers and other key stakeholders know the brand. There are several ways to measure brand awareness among target customers. These include

**5. Several retailers have used customer service effectively as a competitive advantage over other retailers. Explain the principles followed by the retailer with suitable examples.**

**Ans: Several retailers have used customer service effectively as a competitive advantage over other retailers. To do so, below are the principles followed:**

**1) Identifying the target customers and making policies according to them** Every retailer has a specific group of customers that they are targeting. The retailer needs to find these key customers and then prioritise them. Once the retailer knows its customer base then it is easy to learn about their purchasing habits and frequency.

The needs of the consumers

**6. Elaborate the types of marketing channel. Discuss in detail the conflict management in marketing channel system.**

**Ans: Following are the types of marketing channel**

**1) Direct Marketing Channel** This is also known as 0 level channel. In this type of marketing channel the producer directly sells to end-users.

**For example, salons, and restaurants.**

**2) Indirect Marketing Channel**

**This can be further classified as:**

a) One level Channel