**ASSIGNMENT**

|  |  |
| --- | --- |
| **SESSION** | **MARCH 2023** |
| **PROGRAM** | **MASTER of business administration (MBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DMKT303 – RETAIL MARKETING** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. Consumer takes different decisions based on degree of search, level of prior experience, frequency of purchase, amount of perceived risk, and time pressure. Justify the statement with suitable interpretation.**

**Ans 1.**

Consumer decision-making is an intricate process that involves various factors and can greatly differ from individual to individual based on a range of personal circumstances and perceptions. The degree of search, level of prior experience, frequency of purchase, amount of perceived risk, and time pressure are all crucial elements that shape a consumer's decision-making process. Understanding these factors will help shed light on consumer behavior and

Its Half solved only

Buy Complete from our online store

<https://smuassignment.in/online-store/>

MUJ Fully solved assignment available for**session March 2023.**

Lowest price guarantee with quality.

Charges**INR 200 only per assignment.**For more information you can get via mail or Whats app also

Mail id is [aapkieducation@gmail.com](mailto:aapkieducation@gmail.com)

Our website www.smuassignment.in

After mail, we will reply you instant or maximum

1 hour.

Otherwise you can also contact on our

whatsapp no 8791490301.

**2. A retailer does have multiple alternatives when decision has to be taken in respect of store location. Explain the relevance of statement with detailed explanation of categories of store location.**

**Ans 2.**

Choosing the right store location is one of the most critical decisions that a retailer makes, and it can significantly impact the success of their business. Store location directly influences customer traffic, brand visibility, and accessibility, making it a determinant of sales volume, customer satisfaction, and overall business profitability. There are several categories of store

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

**Ans 3.**

**Retail merchandising**

Retail merchandising is the strategic process and approach designed to maximize retail sales by utilizing a deep understanding of consumer behavior. It encompasses a wide range of activities and decisions, from the selection, purchase, and delivery of products, to the arrangement and presentation of goods in-store to attract and engage customers. Retail

**Assignment Set – 2**

**1. Describe in detail various pricing strategies followed by the retailers to meet their short- and long-term objectives.**

**Ans 1.**

Price is a highly sensitive and visible part of retail marketing mix and has a bearing on the retailer’s overall profitability. Further, pricing itself is an essential part of marketing mix and has its own place in the strategic decision-making process. In subsequent sub-sections, you will learn the various pricing

**2. There are various modes available with retailers for entering into international market. Explain in detail each mode with suitable instances.**

**Ans 2.**

There are various modes available for entering into a market:

• Exporting.

• Licensing.

• International sub-contracting.

• Joint ventures.

• Wholly owned subsidiary.

**3. Online retail is emerging, and it is predicted to scale new heights. Interpret the statement with suitable explanation. Also, list the advantages and disadvantages of e-tailing in retail sector.**

**Ans 3.**

Online retail is emerging and this year it is predicted to scale new heights. The future trends to watch are as follows:

**• In-store pick up.** In-store pick up refers to that you can order it online and pick up in store. We have seen that Wal-Mart implemented in-store pick up for orders which are placed online. Sears and Kmart are going a step further and bringing online