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| **SESSION** | **june/july 2023** |
| **PROGRAMME** | **bachelor of business administration (BBA)** |
| **SEMESTER** | **V** |
| **course CODE & NAME** | **DBB3121 –STORE operations and job knowledge** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS, CREDITS &Marks** | **02****4 Credits, 30 Marks each** |

**SET 1**

**1. Define Retailing. Discuss various retail formats (with example of each) with reference to Indian Retail Industry.**

**Ans 1.**

**Retailing:**

Retailing refers to the process of selling consumer goods or services to customers through various channels such as physical stores, online platforms, or direct sales. It involves the final stage of the distribution process where goods and services are made available to the end consumers. Retailing plays a crucial role in bridging the gap between manufacturers or producers and consumers, providing them with access to a wide range of products and services in a convenient manner.

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**2. Briefly discuss the concept of exterior and interior design of a retail store. Highlight important aspects to be considered while designing the interior of a store.**

**Ans 2.**

**Exterior and Interior Design of Retail Stores: Enhancing Customer Experience and Sales**

In the highly competitive world of retail, the design of a store's exterior and interior plays a crucial role in attracting customers, creating a memorable shopping experience, and ultimately driving sales. The thoughtful execution of these design elements can significantly impact a store's brand identity, customer flow, and overall success. This article will delve into the concepts of exterior and interior store design, emphasizing important aspects to consider when

**3. “Visual merchandising is not just simply presenting goods and services. It involves systematic planning in accordance with the space, product type, customer preferences, etc.”. In light of the statement discuss standard norms to be followed by a retailer while applying visual merchandising of a store. Support your answer with examples. 10**

**Ans 3.**

Visual merchandising plays a crucial role in enhancing the shopping experience for customers and driving sales in retail stores. It goes beyond merely presenting goods and services and involves a systematic approach that takes into account various factors such as space utilization, product types, customer preferences, and more. To ensure effective visual merchandising, retailers must adhere to standard norms that create an appealing and organized store

**SET 2**

**1 “The staff of a retail store act as a brand ambassador of that store.” Highlight the importance of grooming standards for employee stores. Also discuss few grooming standards in detail specific to men and women.**

**Ans 1.**

**Title: Importance of Grooming Standards for Retail Store Employees**

Introduction: In the realm of retail, where customer experience plays a pivotal role in influencing purchasing decisions, the staff of a retail store assumes the crucial role of being brand ambassadors. Every interaction a customer has with an employee shapes their perception of the store and its brand. In this context, grooming standards for employees hold immense importance. Grooming standards not only project a professional image but also contribute to a consistent and

**2. What do you understand by ratio analysis? Describe the various ratios used in retail.**

**Ans 2.**

**Ratio Analysis in Retail: Analyzing Performance and Financial Health**

Ratio analysis is a powerful tool used to evaluate the financial performance and health of a business by examining the relationships between different financial variables. In the context of retail operations, ratio analysis plays a crucial role in assessing various aspects of a retailer's financial position, efficiency, profitability, and overall operational effectiveness. By calculating and interpreting a range of ratios, retail managers and stakeholders gain valuable insights that

**3. Discuss various parameters on which store audits are conducted in detail.**

**Ans 3.**

Store audits are an integral part of retail and business operations, serving as a systematic and comprehensive process to assess the effectiveness, efficiency, and compliance of various aspects within a retail store environment. Conducting store audits helps organizations maintain consistent standards, identify operational inefficiencies, ensure compliance with policies and regulations, and enhance overall customer experiences. Several parameters are considered during