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| **SESSION** | **July 2023** |
| **PROGRAM** | **Master of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DRMM402 Entrepreneurship in retail business** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. Explain the characteristics of successful entrepreneurs. 10**

**Ans 1.**

Successful entrepreneurs possess a unique set of characteristics and qualities that enable them to excel in the world of business. While not all entrepreneurs share the same traits, there are several common characteristics that tend to be associated with their success:

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**2. What is human resource management in retailing? Explain the laws involved in HR training. 2+8**

**Ans 2.**

Human Resource Management (HRM) in retailing refers to the strategic and operational management of human resources within retail businesses. It encompasses various activities aimed at recruiting, training, developing, and managing employees to ensure the organization's workforce is effective, productive, and aligned with the company's goals and values. HRM in retailing plays a critical role in creating a positive work environment, enhancing employee satisfaction

**3. Explain the core marketing technology components. 10**

**Ans 3.**

Marketing technology, often referred to as MarTech, comprises a wide range of tools and platforms that help businesses manage and optimize their marketing efforts. These technologies are essential in today's digital marketing landscape to streamline processes, improve customer engagement, and drive marketing effectiveness. Here are the core marketing technology components:

1. **Customer**

**Assignment Set – 2**

**4. List the opportunities available in Agri-Business. 10**

**Ans 4.**

Agri-business offers numerous opportunities for individuals and entrepreneurs to engage in various aspects of the agriculture industry. Here are ten opportunities available in agri-business:

Farming: Traditional farming remains a significant opportunity. You can cultivate crops like grains, vegetables, fruits

**5. Explain forward supply chain and reverse supply chain. 10**

**Ans 5.**

Forward Supply Chain and Reverse Supply Chain are two essential components of the broader supply chain management process, each serving distinct purposes in the lifecycle of a product or service. Here's an explanation of both:

**Forward Supply Chain:**

**6. Explain the challenges involved in developing Agri-Preneurship. 10**

**Ans 6.**

Developing agri-preneurship, which refers to entrepreneurship within the agriculture sector, presents several unique challenges. These challenges can be attributed to the complex nature of agriculture and the need to balance traditional farming practices with modern business principles. Here are ten