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| **SESSION** | **NOVEMBER 2023** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1205 – RETAIL MANAGEMENT** |
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**Assignment Set – 1**

**1. What is meant by retailing. Explain the different types of store retail formats.**

**Ans 1.**

Retailing refers to the process of selling goods or services to consumers for their personal or household use. It involves a direct interaction between the seller and the customer, making it a vital part of the commercial ecosystem. Retailing can take place through various channels such as brick-and-mortar stores, online platforms, or even through direct sales. The essence of retailing lies in providing products and services that meet the consumers' needs and preferences, ensuring

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**2. Explain the various factors influencing the retail consumer. 10**

**Ans 2.**

Retail consumer behavior is a complex phenomenon influenced by a myriad of factors. Understanding these factors is crucial for businesses aiming to optimize their marketing strategies and product offerings to meet the needs and preferences of their target market. This analysis delves into the

**3. Explain various steps involved in choosing a retail location.**

**Ans 3.**

Choosing the right location for a retail business is a critical decision that can significantly impact its success. Various factors come into play when selecting a retail location, and understanding these can help in making an informed decision. Here's a detailed explanation of the steps involved in choosing a retail location:

1. **Understanding the**

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**Assignment Set – 2**

**4. What are the stages involved in merchandise planning? Explain in detail.**

**Ans 4.**

Merchandise planning is a strategic approach in retail management that ensures the right products are available to the customer at the right time, place, and price. This process involves several key stages, each critical for the success of retail operations.

**1. Market Analysis and**

**5. Write short notes on the following concepts:**

**a) Premises Management**

**b) Inventory Management**

**Ans 5.**

**Premises Management**

Premises management is a multifaceted concept that encompasses the administration, maintenance, and oversight of physical buildings and facilities. This task is fundamental for organizations, as it ensures that the physical environment is conducive to the fulfillment of organizational objectives. Effective

**6. List and explain some of the modern retail formats.**

**Ans 6.**

Modern retail formats have evolved significantly over the years, adapting to changing consumer behaviors, technological advancements, and economic conditions. These formats range from brick-and-mortar establishments to digital marketplaces, each offering unique shopping experiences and benefits. Understanding these formats is crucial for businesses and consumers alike, as they shape the way we buy and sell products in today's world.

**Brick-and-Mortar Stores**

Brick-and-mortar stores are the