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| **SESSION** | **Aug/SEPT 2023** |
| **PROGRAM** | **MASTER of business administration (MBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DRMM302 – RETAIL CUSTOMER rELATIONSHIP mANAGEMENT** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Assignment Set – 1ST**

**Questions**

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

**Ans: Global retailer’s**employee various strategies to enter international markets, aiming to expand their reach, tap into new consumer bases, and capitalize on growth opportunities. These strategies take into account factors such as cultural differences, regulatory environments, and market conditions in each target country.

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

**Ans: Category Management Business Process:**

Category Management is a strategic business process that involves the management of product categories as individual business units. The process is commonly employed in retail and consumer goods industries to optimize the performance of product categories and improve overall business result

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

**Ans: Integrated Marketing Communication (IMC):** Integrated Marketing Communication (IMC) refers to the strategic coordination and integration of various communication channels and tools to convey a consistent and unified message to target audiences. The goal of IMC is to create a seamless and cohesive brand experience, ensuring that all communication elements work together harmoniously to deliver a clear and impactful message. IMC involves the use of multiple marketing channels, such as advertising, public relations, direct marketing,

**Assignment Set – 2ND**

**Questions**

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

**Ans:**Brand equity is a crucial component of a brand's overall value and strength. Measuring brand equity helps businesses assess the impact and influence of their brand in the marketplace. Various methods are employed to measure brand equity, providing insights into different aspects of a brand's performance.

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**2. 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:**Customer service can indeed be a powerful competitive advantage for retailers, as it directly influences customer satisfaction, loyalty, and overall brand perception. Successful retailers often adhere to specific principles to deliver exceptional customer service.

**Here are**

**3. Elaborate the types of marketing channel. Discuss in detailthe conflict management in marketing channel system.**

**Ans: Types of Marketing Channels:**

Marketing channels, also known as distribution channels, represent the various ways products move from manufacturers to end-users. These channels can be direct or involve