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| **SESSION** | **FEB 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3121 – STORE OPERATIONS & JOB KNOWLEDGE** |
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**Assignment Set – 1**

**1. What type of retail formats exist in India? Explain different types of retail stores found in the country. 5+5**

**Ans 1.**

In India, the retail landscape is diverse and dynamic, reflecting the country's vast and varied consumer market. Various retail formats cater to the diverse needs and preferences of the Indian population. The retail sector has evolved over the years, incorporating a mix of traditional and modern formats. Here, we explore the different types of retail stores that coexist in India.

Traditional Retail: Traditional retail

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**2. What steps are taken to close a retail store? 10**

**Ans 2.**

Closing a retail store involves a series of systematic steps to ensure a smooth and efficient process. The objective is to safeguard the store's assets, settle financial transactions, and address various operational aspects. Here's a comprehensive guide outlining the key steps taken to close a retail store:

1. **Notification and**

**3. What is retail merchandising? Discuss the main components of merchandise management.**

**Ans 3.**

Retail merchandising is a crucial aspect of store operations, playing a pivotal role in attracting customers, optimizing sales, and ensuring a positive shopping experience. It involves various activities related to planning, buying, displaying, and selling products to meet customer demand and maximize profitability. Effective retail merchandising requires a deep understanding of consumer behavior, market trends, and the overall retail landscape.

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**Assignment Set – 2**

**4. Discuss the grooming standards for store employees 10**

**Ans 4.**

Grooming standards for store employees play a crucial role in creating a positive and professional image for a retail business. These standards not only contribute to the overall brand image but also enhance customer perceptions and experiences. Here, we will discuss the key aspects of grooming standards for store employees, emphasizing their importance and potential impact.

**1. Personal Hygiene:** Maintaining high

**5. What do you understand by the customer? How many types of customers exist in retail? 3+7**

**Ans 5.**

Understanding the concept of a customer is fundamental to the success of any retail business. A customer is an individual or entity that purchases goods or services from a seller or supplier. In the context of retail, customers play a pivotal role as they are the end-users of the products and services offered by the store. Recognizing the diverse nature of customers is crucial for tailoring the shopping

**6. How do auditors inspect in-store presentations? Discuss. 10**

**Ans 6.**

Auditors play a crucial role in ensuring that in-store presentations meet the standards set by the company and adhere to established guidelines. The inspection process involves a comprehensive examination of various aspects of store operations and visual merchandising. Below, I'll discuss how auditors inspect in-store presentations in detail.

1. **Compliance with Merchandising Standards:** Auditors begin by assessing whether the store complies with