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| **SESSION** | **JANUARY 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3323 – Merchandising AND SUPPLY CHAIN MANAGEMENT** |
| **CREDITS** |  |
| **NUMBER OF ASSIGNMENTS & MARKS** | **02**  **30 Marks each** |

**Assignment Set – 1st**

**Questions**

**1. What you understand by retail supply chain management. Discuss its importance in present context.**

**Ans:**Retail supply chain management refers to the planning, organization, and coordination of the entire process involved in getting products from manufacturers and suppliers to the end consumers through a network of distribution channels. It encompasses all the activities and processes related to the production, movement, storage, and sale of retail goods.

**Key Components of Retail Supply Chain Management:**

**Procurement:** Involves Its Half solved only

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**2. Supply chain is important to deliver the product to customers keeping in mind the strategies that benefit the business. Explain in context to the supply chain strategies.**

**Ans:**Supply chain strategies are crucial for businesses to efficiently deliver products to customers while optimizing various elements of the supply chain. These strategies encompass the planning, coordination, and execution of activities from the procurement of raw materials to the delivery of finished products to end-users.

**Here are key**

**3. Elaborate on the challenges that might by faced in food supply chain and also discuss the suggestions to fix them.**

**Ans:**The food supply chain is complex, involving various stages from production and processing to distribution and retail. Several challenges can arise in managing the food supply chain, impacting the quality, safety, and efficiency of delivering food products to consumers.

**Here are some key challenges and suggestions to address them:**

**Challenges in the Food Supply Chain:**

**Quality Control**

**Assignment Set – 2nd**

**Questions**

**4. What do you understand by merchandise mix? Discuss the factors affecting merchandise mix.**

**Ans:**Merchandise mix, also known as product assortment or product mix, refers to the variety and range of products or merchandise that a retailer offers to customers. It involves the combination of different product categories, brands, sizes, colors, and price points available for sale in a retail store or through other channels. The merchandise mix is a critical aspect of retail strategy, influencing customer attraction, satisfaction, and overall business performance.

**Factors Affecting Merchandise Mix:**

**Target Market and**

**5. Mention the elements of visual merchandising and its advantages.**

**Ans:**Visual merchandising is a crucial aspect of retailing that involves the strategic presentation of products and the overall store environment to attract and engage customers. It goes beyond merely displaying products and focuses on creating an immersive and appealing shopping experience.

**Here are the key elements of visual merchandising and their associated advantages:**

**Elements of Visual**

**6. Discuss the challenges related to International Sourcing.**

**Ans:**International sourcing, the practice of procuring goods and services from global suppliers comes with various challenges due to the complexities associated with cross-border trade, diverse cultures, regulations, and logistical considerations.

**Here are some key challenges related to international sourcing:**

**Logistical Challenges**