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

**1. Define Retailing and Explain the different functions of Retailing.**

**Ans 1.**

**Retailing Defined**

Retailing involves the process of selling goods and services to consumers for their personal or household use. This sector is a crucial component of the supply chain, acting as the final distribution step in which products are sold in smaller quantities to the end users. Retail transactions can occur through various formats such as brick-and-mortar stores, online marketplaces, or even through direct sales.

**Functions of Retailing**

1. **Sorting Function**: Retailers perform a crucial sorting function by purchasing large

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**2. Explain any five services provided by Retailers**

**Ans 2.**

Retailers offer a variety of services that enhance the shopping experience and meet the diverse needs of consumers. These services are crucial for attracting and retaining customers, as well as differentiating themselves in a competitive market.

**Customer Service**: One of the fundamental services offered by retailers is customer service. This encompasses a range of activities from assisting customers in finding products to

**3. Explain the different classifications of retail stores**

**Ans 3.**

Retail stores can be classified in several ways based on their size, the range of products they offer, their pricing strategies, and their physical location or format. Understanding these classifications helps consumers navigate where they might shop depending on their needs, and it assists businesses in identifying their specific niche in the market.

**Department Stores**: These are large retail establishments that offer a wide variety of goods

**Assignment Set – 2**

**4. Name two categories of Retail sector. Explain important retail decisions by taking an example of an apparel store.**

**Ans 4.**

The retail sector can broadly be divided into two categories: in-store retailing and online retailing. Each category offers distinct advantages and caters to different shopping behaviors and consumer expectations.

**In-store Retailing**: This traditional form of retailing involves physical stores where customers can view, try, and buy products directly. It includes various types of stores such as

**5. Explain the different forms of retail store by taking an example for each.**

**Ans 5.**

Retail stores come in various forms, each tailored to different shopping preferences and consumer needs. Here’s a look at some of the main types of retail stores, with examples for each to illustrate how they operate and serve their specific markets.

**Department Stores**: Department stores offer a wide range of products under one roof, including clothing, household items, cosmetics, and sometimes furniture and electronics. For

**6. Elaborate on the major operations commonly carried out by a retail store**

**Ans 6.**

Retail stores, regardless of their size or product offering, engage in several major operations that are critical to their success. These operations encompass a variety of tasks and processes, each integral to delivering value to customers and ensuring the smooth functioning of the store.

**Inventory Management**: A core operation in any retail store is inventory management. This involves the ordering, storing, tracking, and controlling of inventory to ensure that products are available when customers want them but without holding excessive stock that ties up