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| **SESSION** | **JULY – AUG 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1205 RETAIL MANAGEMENT** |
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**Assignment Set – 1**

**1. Explain the various functions of retailing.**

**Ans 1.**

**Functions of Retailing**

Retailing plays a vital role in the economy as it connects manufacturers and consumers. It is not just about selling goods but also about creating a seamless and convenient shopping experience. Retailers add value to the supply chain through various functions that cater to the needs of both producers and consumers. Below are the key functions of retailing:

**Breaking Bulk** Retailers purchase large quantities of products from manufacturers or wholesalers and sell them in smaller, consumer-friendly quantities. This allows individual

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**2. What are the key stages of the consumer decision-making process? Explain with suitable examples.**

**Ans 2.**

**Key Stages of the Consumer Decision-Making Process**

The consumer decision-making process is a systematic approach that individuals follow to choose a product or service. Understanding these stages is crucial for retailers to align their strategies with consumer behavior, thereby influencing purchasing decisions.

**1. Problem Recognition**

The process begins when a consumer identifies a need or problem. This recognition may arise from internal stimuli, like hunger, or external factors, such as advertising. For example, a

**3. Describe the benefits of market segmentation and also outline the various strategies for effective market segmentation.**

**Ans 3.**

**Benefits of Market Segmentation and Strategies for Effective Market Segmentation**

Market segmentation involves dividing a broad market into smaller, more defined groups of consumers with similar needs, preferences, or characteristics. It allows businesses to tailor their offerings and marketing efforts effectively. Below, we discuss the benefits and strategies for successful market segmentation.

**1. Benefits of Market Segmentation**

**Enhanced Customer Satisfaction:** By understanding the unique needs and preferences of

**Assignment Set – 2**

**4. Enumerate the stages of merchandise planning.**

**Ans 4.**

**Stages of Merchandise Planning**

Merchandise planning is a systematic process of managing the right products, quantities, and timing to maximize sales and minimize risks. Effective merchandise planning ensures that retailers meet consumer demand while optimizing inventory levels. Below are the key stages of merchandise planning:

**1. Planning and Budgeting**

The first stage involves setting sales targets and creating a budget for purchasing merchandise.

**5. Write a short note on:**

**a. Receipt management**

**b. Elements of retail price 4+6**

**Ans 5.**

**a. Receipt Management**

Receipt management is a critical function in retail operations as it ensures the smooth flow of goods from suppliers to the retailer. It involves the systematic recording, verification, and acknowledgment of goods received in accordance with purchase orders. This process ensures that retailers receive the correct quantity and quality of products and helps in maintaining accurate inventory records. Effective receipt management begins with cross-verifying the

**6. Elucidate the various tools related to the presentation of merchandise.**

**Ans 6.**

**Tools Related to the Presentation of Merchandise**

The presentation of merchandise is a crucial aspect of retailing, as it directly influences consumer behavior and enhances the shopping experience. Retailers employ various tools and techniques to present products in a visually appealing and organized manner, ensuring maximum visibility and accessibility.

**Visual Merchandising**

One of the most commonly used tools is **visual merchandising**, which involves creating