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| **SESSION** | **OCT 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. Discuss the decisions that retailers make.**

**Ans 1.**

**Decisions That Retailers Make**

Retailers play a critical role in connecting manufacturers and consumers by creating efficient channels for goods and services. To ensure success, retailers must make several strategic, operational, and tactical decisions. These decisions span across various aspects, including store location, product assortment, pricing strategy, customer experience, and marketing efforts. Below is a detailed discussion of these key decisions.

**Store Location and Format**

The location of a retail store is a fundamental decision that significantly impacts foot traffic,

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**2. How many types of retail stores exist based on ownership? Explain.**

**Ans 2.**

**Types of Retail Stores Based on Ownership**

Retail stores can be classified into various types based on ownership structure. Each type has unique characteristics, advantages, and challenges, catering to different business models and market needs. Below is a comprehensive explanation of the main types of retail stores based on ownership.

**Independent Retail Stores**

Independent retail stores are owned and operated by a single individual or family. These stores are common in small towns and urban neighborhoods. Examples include local grocery shops,

**3. State and explain the various types of store layouts.**

**Ans 3.**

**Types of Store Layouts**

The layout of a retail store plays a crucial role in influencing customer behavior, optimizing space utilization, and enhancing the overall shopping experience. Retailers carefully choose their store layout based on the type of products they sell, target audience, and store size. Different layouts cater to specific objectives, such as maximizing sales, reducing congestion, or encouraging browsing. Below are the various types of store layouts and their features.

**Grid Layout**

The grid layout is one of the most commonly used designs in retail stores, especially in

**Assignment Set – 2**

**4. What type of training is provided to the employees in retail stores?**

**Ans 4.**

**Types of Training Provided to Employees in Retail Stores**

Employee training is a crucial component of retail operations, ensuring that staff members are equipped with the skills and knowledge needed to provide excellent customer service, manage inventory, and handle daily tasks efficiently. Retailers offer various types of training tailored to the specific roles and responsibilities of their employees. Below is an in-depth explanation of the main types of training provided in retail stores.

**Onboarding and Orientation Training**

When new employees join a retail store, they undergo onboarding and orientation training to

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

**Ans 5.**

**Understanding the Customer and Types of Customers in Retail**

A customer is an individual or entity that purchases goods or services from a business to fulfill their needs or desires. In retail, the customer is the focal point of all activities, and their preferences, behavior, and satisfaction determine the success of the store. Retailers must understand their customers deeply, including their purchasing habits, preferences, and motivations, to tailor products, services, and experiences that meet their expectations.

The types of customers in retail vary widely based on factors like buying behavior,

**6. Explain the process of store auditing.**

**Ans 6.**

**The Process of Store Auditing**

Store auditing is a systematic process used by retailers to evaluate and ensure compliance with operational standards, policies, and goals. It involves assessing various aspects of the store, such as inventory management, customer service, safety protocols, and overall performance. Store audits help identify areas of improvement, enhance operational efficiency, and ensure alignment with company objectives. The process of store auditing is methodical and typically