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| **SESSION** | **JUL - AUG 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3323 MERCHANDISING AND SUPPLY CHAIN MANAGEMENT** |
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**Assignment Set – 1**

**1. What do you understand by the term ‘Retailing’? Explain different types of retailing.**

**Ans 1.**

**Retailing**

Retailing refers to the process of selling goods and services directly to the end consumers for personal use. It is the final stage of the distribution channel and serves as the interface between manufacturers and consumers. Retailers play a critical role in creating value for customers by offering convenience, product variety, and a seamless shopping experience.

Retailing encompasses a wide range of business activities that focus on the sale of merchandise through various channels, including physical stores, online platforms, or direct selling methods. The retailing process involves not just selling but also understanding consumer preferences,

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**2. Explain different types of supply chain strategies.**

**Ans 2.**

**Supply Chain Strategies**

Supply chain strategies are critical frameworks that organizations adopt to manage the flow of goods, services, and information from suppliers to end consumers efficiently. These strategies align with business goals to optimize operations, reduce costs, and enhance customer satisfaction. Depending on industry demands, market dynamics, and organizational objectives, companies may choose specific supply chain strategies.

**Types of Supply Chain Strategies**

**1. Lean Supply Chain Strategy**

The lean supply chain strategy focuses on minimizing waste and reducing costs while maintaining quality and efficiency. Inspired by the lean manufacturing principles of the Toyota

**3. Highlight some issues faced with Consumer Electronics Retailing.**

**Ans 3.**

**Issues Faced in Consumer Electronics Retailing**

Consumer electronics retailing is a dynamic and highly competitive sector driven by rapid technological advancements, shifting consumer preferences, and market fluctuations. Despite its growth potential, retailers in this sector face numerous challenges that impact profitability, customer satisfaction, and operational efficiency. Below are some of the key issues faced in consumer electronics retailing:

**1. Rapid Technological Advancements**

The fast-paced evolution of technology significantly impacts consumer electronics retailing.

**Assignment Set – 2**

**4. What do you mean by Energy House? Give a brief description of measures adopted for retail distribution and replenishment.**

**Ans 4.**

**Energy House: An Overview**

An "Energy House" is a term often associated with a facility or system designed to optimize energy usage and management. In the context of retail and supply chain management, it refers to a hub or operational framework that focuses on sustainable practices to reduce energy consumption, streamline operations, and enhance efficiency in retail distribution and replenishment. By integrating advanced technologies and green initiatives, energy houses aim

**5. Explain the term Information System. Also, throw some light on the components of the informational system.**

**Ans 5.**

**Information System: An Overview**

An **Information System (IS)** refers to a structured framework that collects, processes, stores, and distributes information to support decision-making, coordination, and analysis within an organization. It is a combination of technology, people, and processes working together to manage and utilize data effectively. Information systems play a crucial role in modern businesses, enabling them to gain insights, streamline operations, and achieve strategic goals.

Information systems are not limited to computers; they encompass a broader ecosystem that integrates hardware, software, networks, and human interactions. From small-scale

**6. Elaborate on the concept of category management. Discuss the process of category management.**

**Ans 6.**

**Concept of Category Management**

**Category Management** is a retail and supply chain strategy that focuses on managing product categories as individual business units rather than treating them as separate stock-keeping units (SKUs). A category is a group of related products that consumers perceive as substitutes or complements, such as beverages, dairy products, or skincare items. This approach ensures that decisions about product assortment, pricing, promotion, and placement are aligned with customer preferences and business goals.

The primary objective of category management is to enhance customer satisfaction by offering the right mix of products while maximizing profitability and operational efficiency for retailers.