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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DRMM402 ENTREPRENEURSHIP IN RETAIL BUSINESS** |
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**Assignment Set – 1**

**1. Explain the characteristics of successful entrepreneurs.**

**Ans 1.**

**Characteristics of Successful Entrepreneurs**

Successful entrepreneurs are the driving force behind innovation, economic development, and business growth. They possess distinct traits that enable them to identify opportunities, overcome challenges, and create value in the market.

**Vision and Goal Orientation**

One of the primary characteristics of successful entrepreneurs is their ability to envision the future and set clear, actionable goals. They develop a roadmap to achieve their vision,

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**2. What is human resource management in retailing? Explain the laws involved in HR training**

**Ans 2.**

**Human Resource Management in Retailing and Relevant Laws in HR Training**

Human Resource Management (HRM) plays a pivotal role in the retail industry by ensuring the effective utilization of human capital to achieve organizational objectives. It encompasses a range of activities, from recruitment and training to performance management and compliance with labor laws.

**Role of HRM in Retailing**

HRM in retailing involves managing a workforce that directly interacts with customers.

**3. Define Women entrepreneurship. Explain the problems faced by women entrepreneurs. 2+8**

**Ans 3.**

**Women Entrepreneurship and Challenges Faced by Women Entrepreneurs**

**Definition of Women Entrepreneurship**

Women entrepreneurship refers to the process of women identifying, creating, and managing business ventures to achieve economic independence, innovation, and growth. Women entrepreneurs contribute significantly to economic development, employment generation, and societal transformation. These entrepreneurs are involved in diverse sectors, including traditional industries like textiles and handicrafts as well as modern domains such as

**Assignment Set – 2**

**4. List the opportunities available in Agri-Business.**

**Ans 4.**

**Opportunities Available in Agri-Business**

Agri-business encompasses all activities related to the production, processing, marketing, and distribution of agricultural products. With the growing demand for food, sustainable practices, and technological advancements, the agri-business sector presents significant opportunities for entrepreneurs and investors. It includes sub-sectors such as farming,

**5. Explain the Micro and Macro environmental factors of the retail marketing environment.**

**Ans 5.**

**Micro and Macro Environmental Factors of the Retail Marketing Environment**

The retail marketing environment consists of micro and macro environmental factors that influence how retailers operate and interact with customers. Understanding these factors helps businesses adapt their strategies to achieve success in a competitive marketplace.

**Micro Environmental Factors**

Micro environmental factors are internal and closely connected to the retailer’s operations.

sustainable materials, which influences purchasing decisions.

**6. Explain the challenges involved in developing Agri-Preneurship.**

**Ans 6.**

**Challenges Involved in Developing Agri-Preneurship**

Agri-preneurship, the process of applying entrepreneurial principles to agriculture, has gained prominence due to its potential to boost rural economies, create employment, and enhance food security. However, developing agri-preneurship involves several challenges that hinder its growth and success.

**Lack of Access to Capital** One of the most significant challenges for agri-preneurs is securing funding for their ventures. Agriculture-based businesses often require substantial