

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:	Dr.A.R Deshmukh		
Course code	R01	Class:	MBA	Semester:	III

Subject:	INTRODUCTION TO RETAILING
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) What are the factors that have contributed to understand the retail customers? Explain the ethical issues in retailing.
- b) How supply chain management has impacted the retail strategies of the companies?

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Discuss the recent trends that you see in retail communication mix. Explain?
- b) What is the importance of customer relationship management in retailing? Explain.
- c) What are the season of retailing? Explain the major retail models.
- d) What are the factors that have contributed to understand the retail customers? Explain ethical issues in retailing.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Retail mix
- b) Retail equity
- c) Warehouse clubs
- d) Departmental stores

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