

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

Assignment No.		Name of the Assignment Setter:		Mr.Manjeet Kumar	
Course Code:	431	Class:	MBA/E-MBA/MBA-HR	Semester:	IV

Subject:	CONTEMPORARY RETAIL MANAGEMENT
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain emerging trends in Retailing with respect to Indian market.
- b) Explain the role of MNC's in organizing retail formats.

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

- a) Describe different shipper profiles.
- b) Explain the factors affecting shipper behaviors.
- c) How government of India regulate retails?
- d) Developed a concept of retail Advertising and promotion.

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

- a) Shopper Profile
- b) Retailing
- c) Retail Inventory Management
- d) Online Retail

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