

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

Assignment No.		Name of the Assignment Setter:		Savneet kaur	
Course code	R02	Class:	MBA	Semester:	IIIrd Sem

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

- a) Define the concept and features of retailing.
- b) Briefly describe the meaning and importance of retail strategic planning.

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

- a) Explain the need and importance of visual merchandising in a retail outlet.
- b) Describe legal restrictions in franchising.
- c) Explain the strategic retail planning process.
- d) What are the important location options available to retailer?

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

- a) Franchising
- b) Types of Layout
- c) Store design & Layout
- d) Channel of distribution
