**DBB1205 Retail Management**

**Assignment Set – 1**

1. Explain the various functions of retailing.

2. What are the key stages of the consumer decision-making process? Explain with suitable examples.

3. Describe the benefits of market segmentation and also outline the various strategies for effective market segmentation.

**Assignment Set – 2**

4. Enumerate the stages of merchandise planning.

5. Write a short note on:

a. Receipt management

b. Elements of retail price

6. Elucidate the various tools related to the presentation of merchandise.

**Unlock your academic success with our Manipal University Jaipur Assignment available for the Jul - Aug 2024 session!**

**We guarantee the lowest price of just INR 180 per assignment, ensuring you receive top-quality solutions tailored to your needs.**

**Reach out today and secure your fully solved Manipal University Jaipur Assignment at the best prices.**

**Email: For inquiries and orders, reach out to us at** [**smu.assignment@gmail.com**](smu.assignment@gmail.com)

**WhatsApp: You can also contact us directly at +919741410271 for immediate assistance**

**Our website:** [**https://www.mbaassignmentsolutions.com/**](https://www.mbaassignmentsolutions.com/)