**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.

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