**DBB3123 Buying**

**Assignment Set – 1**

1. Explain the key factors that contribute to the importance of planned buying in retail.

2. Examine the role of social media monitoring in primary data collection.

3. Discuss the importance of negotiation in the retail industry.

**Assignment Set – 2**

4. Explain the steps involved in analyzing a foreign market and their significance in the buying process.

5. Evaluate the importance of vendors in the retail supply chain. Also, explain the key characteristics that differentiate them from other types of suppliers in the retail industry.

6. Discuss the various types of retail stores and their unique characteristics and advantages.

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