**DBB3321 Modern Retail Management Process and Retail Services**

**Assignment Set – 1**

1. Evaluate the role of retail in the Indian economy and assess the dynamics of retailing in rural India.

2. What are the various international retailing opportunities available for retailers looking to expand globally?

3. Explain the growth of organized retailing in India. What factors have contributed to this growth, and how has it transformed the retail landscape?

**Assignment Set – 2**

4. What challenges do retailers face during their expansion in the Indian market? How can they effectively navigate these challenges?

5. What suggestions can be made to retailers for improving connectivity with their customers?

6. Why ethical behavior is important in the retail industry? Discuss how ethical practices can influence consumer trust and brand reputation.

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