**DBB3323 Merchandising and Supply Chain Management**

**Assignment Set – 1**

1. What do you understand by the term ‘Retailing’? Explain different types of retailing.

2. Explain different types of supply chain strategies.

3. Highlight some issues faced with Consumer Electronics Retailing.

**Assignment Set – 2**

4. What do you mean by Energy House? Give a brief description of measures adopted for retail distribution and replenishment.

5. Explain the term Information System. Also, throw some light on the components of the informational system.

6. Elaborate on the concept of category management. Discuss the process of category management.

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