**DMKT303 Retail Marketing**

**Assignment Set – 1**

1. The segmentation of retail consumers must follow different bases to justify profitability. Explain the context with examples of each basis.

2. Explain in detail the steps followed in the strategic retail planning process.

3. State the concept of retail merchandising. Discuss in detail the steps followed in the merchandise management process.

**Assignment Set – 2**

4. Describe in detail various pricing strategies followed by the retailers to meet their short- and long-term objectives.

5. There are various modes available with retailers for entering into the international market. Explain in detail each mode with suitable instances.

6. Online retail is emerging, and it is predicted to scale new heights. Interpret the statement with a suitable explanation. Also, list the advantages and disadvantages of e-tailing in the retail sector.

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