

Bangladesh Open University
BBA Program
Semester: 221 (7th Level)

Course Title: Retailing Management

Due on: 24 May, 2024

Instructions

- Answer the all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
- Don't make spiral binding. Instead, make soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#3 of Semester Calendar).

Questions

1. (a) What is a retail strategy?
(b) Analyze the scope and prospects of retail sector in Bangladeshi context by highlighting the drivers of growth of retailing in the country.
2. (a) Identify a challenge facing retail managers. Explain why it's a significant issue and how it impacts the retail environment.
(b) Describe any personal experiences or observations that led you to identify this challenge.
3. (a) What is the purpose of developing a formal retail strategy?
(b) How can you convert your good customers into best customers in the hotel business and how do you handle complaining customers?

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Semester: 221 (7th Level)

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Due on: 12 July, 2024

Instructions

- Answer the all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
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Questions

1. (a) Explain the current trends in the grocery retailing industry of Bangladesh.
(b) If you open a women's salon under a franchise structure in Dhaka city, what opportunities can you avail in this business?
2. (a) What are the key steps of strategic planning that should be used by a retailer?
(b) Assume that you are in the business of selling imported furniture somewhere in Gulshan area. How will you use price to stimulate your sales in the shopping hub of Gulshan where competition is intense and customers belong to the upper social class segment?
3. (a) What makes locational decisions in retailing strategic in nature? Discuss with suitable examples and high light the factors necessary to consider before selecting a final site for any store.
(b) Define the term total retail experience. Then describe a recent retail situation in which your expectations were surpassed and state why.