



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
Kuppam-517426
II YEAR MBA ASSIGNMENT
Paper MM 211: RETAIL MANAGEMENT

Answer any three questions

3X10=30

1. Explain the retailers and retail institutions?
2. What is retail merchandise management?
3. Explain the various methods of communication on retail management?
4. What is the role of learning, perception, attitude and motivation in retail?
5. What are major challenges for retailer/marketers?