

**Vikramaditya Institutions of Management and Technology  
Bhopal**

**ASSIGNMENT  
Session: 2022-2023**

**Class  
MBA IIIrd SEM**

**Subject  
CP-FSR-2: MARKETING CONCEPTS IN RETAIL MGMT.**

**Guided By  
Prof. Vikas Jain**

**Submitted By:**

**Vikramaditya Institute of Management and Technology**  
**Bhopal**

MBA 3rd Sem (FT)  
Assignment -2023-24

**CP-FSR-2: MARKETING CONCEPTS IN RETAIL MGMT.**

Unit-2

1. Explain the market segmentation. Segmentation is required Retail Marketing.
2. Explain the techniques of evaluating mercantile performance.
3. Explain the management of service and quality in retailing.
4. Explain the role of advertising in Sales Promotion..

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