

**Vikramaditya Institutions of Management and Technology
Bhopal**

**ASSIGNMENT
Session: 2022-2023**

**Class
MBA IIIrd SEM**

**Subject
CP-FSR-1: RETAIL CONCEPTS AND PRACTICES**

**Guided By
Prof. Vikas Jain**

Submitted By:

**Vikramaditya Institute of Management and Technology
Bhopal**

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

**CP-FSR-1: RETAIL CONCEPTS AND PRACTICES
Unit-2**

1. What is the difference between Indian and Global Retail Environment?
2. Explain the factor influencing the retail shoppers in India and legal issue in franchising in India.
3. What are the important factors which are responsible for the selection of store location? Explain in detail.
4. Explain the Consumer's decision making process, while selecting a product in retail Store?

Guided By
Prof. Vikas Jain

Submitted By: