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| **SESSION** | **FEBRUARY- MARCH,2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **VI** |
| **COURSE CODE & NAME** | **DBB3323 MERCHANDISING AND SUPPLY CHAIN MANAGEMENT** |
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**Assignment Set – 1**

**1. Write a detailed note on management of Product Life Cycle. 10**

**Ans 1.**

**Product Life Cycle (PLC)**

The Product Life Cycle (PLC) is a business concept that describes the stages a product goes through from its launch in the market until it is withdrawn. The PLC consists of four main stages: Introduction, Growth, Maturity, and Decline. Each stage presents unique challenges and opportunities, requiring distinct marketing, financial, and operational strategies. Managing the PLC effectively allows companies to maintain profitability and competitive advantage while optimizing product offerings throughout its lifecycle.

**Stage 1: Introduction Stage**

This stage begins when a product is introduced to the market. It typically follows a period of

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**2. Explain different types of supply chain strategies. 10**

**Ans 2.**

**Supply Chain Strategies**

A supply chain strategy defines how a company organizes and manages its supply chain processes to achieve operational efficiency, customer satisfaction, and competitive advantage. Different businesses require different supply chain strategies depending on their industry type, market demands, product nature, and business goals. A well-crafted strategy ensures smooth coordination between procurement, production, logistics, and customer service, leading to cost

**3. What do you understand by the term ‘Retailing’? Explain different types of retailing.**

**Ans 3.**

**Meaning of Retailing**

Retailing refers to the process of selling goods and services directly to the final consumer for personal or household use. It forms the final link in the supply chain and acts as the point of contact between the producer and the consumer. Retailing involves a range of activities such as buying, storing, advertising, and selling. The primary objective of retailing is to satisfy consumer needs by offering products in convenient locations, in the required quantity, and at the right time. It plays a vital role in the economy by generating employment, encouraging

**Assignment Set – 2**

**4. Elaborate the concept of category management. Discuss the process of category management. 3 + 7**

**Ans 4.**

**Concept of Category Management**

Category management is a retailing and supply chain strategy in which products are managed as individual business units called "categories" rather than as separate items or brands. It involves grouping similar products that satisfy a common consumer need—for example, all dairy products, toiletries, or snacks. The main objective of category management is to optimize product selection, pricing, promotion, and shelf placement to maximize overall category performance rather than focusing on individual products. It is a customer-centric approach that

**5. Explain the term Information System. Also, throw some light on the components of informational system. 3 + 7**

**Ans 5.**

**Meaning of Information System**

An Information System (IS) is a structured framework that collects, processes, stores, and distributes information to support decision-making, coordination, control, analysis, and visualization within an organization. It acts as a bridge between data and decision-makers by converting raw data into meaningful insights. Information systems can be manual or computer-based and are crucial for improving efficiency, communication, and strategic planning in both retail and supply chain management.

In the modern business environment, information systems enable companies to track inventory,

**6. Highlight some advantages and drawbacks of visual merchandising. 10**

**Ans 6.**

**Advantages and Drawbacks of Visual Merchandising**

**Visual Merchandising**

Visual merchandising refers to the presentation and display of products in a retail environment in a way that attracts and engages customers, ultimately encouraging them to make a purchase. It includes the design of window displays, store layout, signage, lighting, product placement, and use of colors and themes. Visual merchandising creates a positive shopping experience, communicates brand identity, and influences buying behavior.

Retailers use visual merchandising as a tool to capture attention, differentiate from competitors,