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MS-612

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-612 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All question carry equal marks.

Section—A

1. (a) What are the various factors that have contributed to the changing scenario of retailing industry in India ?
- (b) Explain the emerging trends in the Indian Retail. What impact do you expect it will have on traditional KIRANA stores ?

P. T. O.

2. (a) What are the different location types that a retailer may consider during selection of a retail outlet ? Critically evaluate.
- (b) XYZ Ltd. is a manufacturer of herbal and Ayurvedic personal care and nutrition products. It wants to open a retail outlet in your city. Suggest, giving reasons, an appropriate location type for the new store in your city.
3. (a) Discuss the various factors that a retailer should consider while planning the merchandise mix.
- (b) Store design has gained eminence in creating an appealing store atmosphere. What are the elements that can be considered while designing a multi brand formal wear apparel retail store ?
4. Write short notes on any *two* of the following :
 - (a) Non-Store retailing
 - (b) Technology in retailing
 - (c) Services retailing
 - (d) Retail pricing strategies

Section—B

5. Mr. PQR has set up a jungle theme restaurant in Delhi. It is an amusement park with dining space with robotic animals and simulated thunderstorms.

Mr. PQR wants to convert this venture into a franchise format in other metro cities of India.

- (a) Would you advise franchising retail format for Mr. PQRs venture. Give reasons.
- (b) Recommend a retail promotion mix for the above venture.