

**MS-612**

**Management Programme**

**ASSIGNMENT**  
**January 2022 Session**

**MS - 612: Retail Management**  
**(Last date of submission for**  
**January 2022 session is 30<sup>th</sup> April, 2022)**



**School of Management Studies**  
**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-612</b>
<b>Course Title</b>	:	<b>Retail Management</b>
<b>Assignment Code</b>	:	<b>MS-612/TMA/JULY/2022</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre. **Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022.**

1. (a) Define retailing. Discuss the scope and prospects of retail sector in the current Indian context.
- (b) What are the various business activities that a retailer undertakes in catering to the customer?
- 2(a) Explain the role and relevance of marketing research in retailing. Elaborate on the possible areas where marketing research can be used.
- (b) Why location decisions are important in retail business? Explain the influencing factors that help in deciding a specific location. Pickup any suitable example of your choice and discuss.
- 3(a) Explain the term retail mix and merchandise mix with suitable illustrations. Discuss the various factor affecting merchandise mix decisions.
- (b) Discuss sourcing as a critical function of every retail business irrespective of the nature and size of the business. Substantiate.
- 4(a) Discuss the key considerations used while assessing Human Resource requirement for any retail organization that you are familiar with.
- (b) Distinguish between store vs. non-store retailing with suitable examples. Explain catalog retailing and the various guidelines that a retailer should follow for its implementation.