

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

MS-612 : RETAIL MANAGEMENT

00402

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :**
- (i) *Attempt any three questions from Section-A.*
 - (ii) *Section-B is compulsory.*
 - (iii) *All questions carry equal marks.*
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SECTION - A

1. (a) Analyse the factors of growth of retail business in India.
(b) Explain in brief the buying behaviour of retail consumers.

2. (a) Analyse the objectives of merchandising with reference to retailing.
(b) Describe the significance of orientation programme. Explain how employees can be motivated through job enrichment.

3. (a) Examine the legal issues for retailing in India.
(b) Discuss the guidelines for catalog retailing.

4. Write short notes on **any three** of the following :
- (a) Formats of Retailing
 - (b) Strategic Retail Planning
 - (c) Communication Mix in Retailing
 - (d) Loyalty programmes
 - (e) Ethical Dimensions in Retailing

SECTION - B

5. As a retail store manager devise the mechanism for monitoring and controlling retail operations, with the help of suitable examples.
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