

01493

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-612 : RETAIL MANAGEMENT

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. Discuss the importance of Retailing from Consumers point of view. Explain multichannel retailing and other emerging trends. What are the benefits to customers of these alternative channels ? Explain.
2. Discuss the importance of atmospherics in retail business. Explain the key components of retail atmospherics giving suitable examples.
3. Write a detailed note on the Human Resource Functions in Retailing. How human resource requirements of a retail organisation is assessed and what types of profiles of people are preferred in Retailing ? Discuss.

4. Write notes on **any three** of the following :
- (a) Strategies of CRM in Retailing Industry.
 - (b) Wheel of Retailing.
 - (c) Technology used in Retailing.
 - (d) Objectives of Merchandising in Retailing.
 - (e) Types of Store Layout in Retailing.

SECTION - B

5. A company is in cosmetics business. It is getting the products manufactured from outside and has MOU with supporting manufactures under strict Quality Control. For Retailing their products, they want to decide to market them through established brick and motor retail stores as well want to go for E-tailing. The company has decided to go for its own branding of products. You have been appointed as a consultant. Kindly advise the company with regards to :
- (a) Suggest a suitable IMC (Integrated Marketing Communication) strategy for promotion of their brand.
 - (b) For E-tailing their brand, what are the guidelines and process they have to follow to be successful. Discuss.
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