

MANAGEMENT PROGRAMME
Term-End Examination
February, 2021

MS-612 : RETAIL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any **three** questions from Section A.
Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. Explain with suitable examples the various types of retail organisations in terms of ownership and store strategy mix. What makes non-store retailing gain importance ?
2. (a) Discuss with illustrations the application areas and the benefits of using technology in retailing.
(b) Explain the steps in sourcing process.
3. (a) What are the objectives of merchandising ? Explain the key considerations that are to be kept in mind while planning for merchandise.
(b) Explain the two types of sales promotions and their advantages.

4. Write short notes on any *three* of the following :

- (a) Emerging trends in retailing
- (b) Services retailing
- (c) Retail pricing approaches
- (d) Retail performance measures
- (e) Trends in Security

SECTION B

5. (a) What is visual merchandising ?
- (b) Explain why the aforementioned term “Visual Merchandising” has different emphasis in the following product categories :
- (i) Grocery retailing
 - (ii) Fashion retailing
 - (iii) Fast food chain
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