

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2021**

**MS-612 : RETAIL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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

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**SECTION A**

1. (a) What factors have led to the growth of retailing in India ? Discuss.
- (b) To increase the efficiency in retailing, various technologies have been used. Discuss the use of technology — both hardware and software tools in retailing in India.
2. (a) What is the marketing research process used in Retailing ? Discuss the steps and methods used.
- (b) Take an example of a lifestyle departmental store and discuss the key parameters of marketing research that will be needed to be studied as a part of research strategy.

3. With respect to financial management in Retailing, explain the following :
- (a) Budgeting process and its implications
  - (b) Profit Centre Management
  - (c) Resource Allocation
4. Write short notes on any **three** of the following :
- (a) Measuring Profitability in Retail Operations
  - (b) Various Types of Store Layout
  - (c) Retail Pricing Strategies
  - (d) Decision Areas of External and Internal Atmospherics
  - (e) Aspects of Locational Decisions in Opening a Retail Store

## SECTION B

5. A company into manufacturing Readymade Garments for the last 10 years has decided to open their own retail stores. The company is based in Ludhiana. They have decided to open Retail Stores in all metro cities of India for market expansion. It will be based on COCO model, Company Owned Company Operated. As a Retail Manager appointed for all India operations, advise the company on the following :
- (a) How can you assess the Human Resource requirements of such retail stores totalling 20 in number ?
  - (b) What will be the retail challenges involved and how would you deal with them ?
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