

01231

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

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. (a) What are various formats of Non-store Retailing? Discuss any two of them in detail.
(b) Describe the technology used in Retailing.

2. (a) Illustrate the significance of atmospherics in retail marketing mix and enlist the components of atmospherics.
(b) Describe various mechanisms of maintaining uniformity in retail operations.

3. Discuss the various issues related to security in Retailing with the help of suitable examples.

4. Write short notes on **any three** of the following :
- (a) Chain Stores in India
 - (b) Retail Strategy Development
 - (c) Retail Pricing Approaches
 - (d) Human Resource Management in Retailing
 - (e) Legal issues in Retailing

SECTION - B

5. Devise a strategy for a shoe manufacturing firm for retail business in India. The company has an investment of ₹ 200 crores with its plant located in Agra.
- You may focus on the Locations, formats, atmospherics and layouts while proposing the retail strategy.
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