

01105

MANAGEMENT PROGRAMME

Term-End Examination

June, 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. (a) What is retailing ? Explain in brief emerging trends in retailing.
(b) Explain the consumer buying process involved in retailing. Give suitable examples.
2. Explain the process of Marketing Research in Retailing. Take an example of a lifestyle departmental store and determine the nature of consumer research strategy that needs to be used in this case. Discuss.
3. How important is the role of pricing in retail marketing mix ? Discuss various pricing strategies used in retailing giving suitable examples.

4. Write short notes on any three of the following :
- (a) Types of Sales Promotions used in Retailing
 - (b) Retail Performance Measures
 - (c) Relationship Marketing v/s Transactional Marketing
 - (d) The Sourcing Process in Retailing
 - (e) Ethical Responsibilities of the Retailer

SECTION - B

5. A company into consumer durables have its own retail stores. The turnover of the company stands around 200 crores a year. Now the company wants to enter into non-store retailing as they have seen that non-store retailing is growing much faster than store retailing. You have been appointed consultant for the same. Advise the company regarding :
- (a) What can be the major types of non store retailing formats and give advantages of each of the format ?
 - (b) When advising for E-tailing what security concerns of the consumers need to be addressed ? Discuss.
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