

MANAGEMENT PROGRAMME
Term-End Examination
June, 2021

MS-612 : RETAIL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

SECTION A

1. Explain the following giving suitable examples :
 - (a) Various types of Retail Formats based on form of ownership and store strategy mix
 - (b) Various types of Non-Store Retailing Formats

2. (a) What are situational variables influencing retail shopping behaviour ? Discuss their influence on rural consumers.
 - (b) Discuss the Retail Image Dimensions that help in making a consumer image of a store so as to build confidence in their merchandise and services.

3. (a) What is Category Management in Retail ? Explain its significance and also discuss the broad category management strategies available for retailers.
- (b) Discuss the importance of services retailing and explain what needs to be done to explore its full potential in India.
4. Write short notes on any *three* of the following :
- (a) Factors Affecting Merchandise Mix Decisions
- (b) Retail Pricing Objectives
- (c) Role of Technology in Retail
- (d) Decision Areas as a Part of Visual Merchandising
- (e) Strategies of Customer Relationship Marketing in Retailing Industry

SECTION B

5. A retail organisation into discount retailing of FMCG products in South India wants to open their retail stores in Delhi. They are already in this business for the last 15 years. They understand that Delhi is a unique market having a big market with diverse cultures but having fierce competition. Such a retail organisation wants to appoint you as their Retail Manager (Operations), Delhi to take your advice regarding the following :
- (a) What are the security issues involved and how can we deal with them using technology ? Discuss.
 - (b) What loyalty programs can be introduced in the retail outlets for increasing traffic and conversion rates ? Discuss.
-