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MS-612

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-612 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All question carry equal marks.

Section—A

1. (a) What are the various types of relating decision to be taken by retail manager ? Discuss.
- (b) Explain the emerging trend in retailing.
2. (a) Explain the concept of assortment of retail merchandise. Differentiate with examples, between width and depth of retail assortment.

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- (b) What is retail atmospherics ? Discuss the elements of atmospherics that can effect the consumer purchase behaviour in retail store.
3. (a) Discuss the process of marketing research in retailing.
- (b) Differentiate between non-store retailing and store based retailing. Comment on the growth prospects of these *two* formats in the Indian context.
4. Write short notes on any *three* of the following :
- (a) Every Day Low Pricing (EDLP) in retailing
- (b) Latest trends of Technology in retailing
- (c) Ethics in retailing
- (d) Relevance of store image in retailing
- (e) Visual merchandising in retail

Section—B

5. Raaj Publishers deals with comic books. Sometimes it is hard to get the comics you want. Even if you get it, it is hard to find the next volume, ending with incomplete

knowledge of the series. With Raaj Publishers you can get the comic book from their subscribed series to your doorstep without skipping any volume. This service is available through both online and offline stores. Through traditional stores you also get to enjoy the story- telling sessions at special occasions as well. Raaj Publishers also tries to arrange interactive sessions with the renowned authors for its privileged customers. However, now Raaj Publishers want to expand its business and start few more stores at different locations.

Questions :

- (a) Suggest, giving reasons, what can be the online/non-share retailing orphans available to them compared to offline shares. Discuss.
- (b) Explain the non-store retail formats with advantages and disadvantages of each format.