MS-612

MANAGEMENT PROGRAMME

03563

Term-End Examination

December, 2011

MS-612 : RETAIL MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*
                                   (Weightage 70%)

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

(ii)   Section B is **compulsory**.

(iii)   All questions carry **equal** marks.

SECTION - A

1.   (a)   Compare traditional retail formats with modern retail formats giving suitable examples.

(b)   Discuss the role of technology in retailing by listing the various hardware and software tools used in retailing.

2.   (a)   What is services retailing ? Discuss the types of services retailing and strategies used in services retailing.

(b)   What types of sales Promotion tools are used in retail Promotions ? Discuss in brief.

3. (a) What is Visual merchandising ? Discuss important components of visual merchandising.

   (b) Describe the CRM strategies used in retailing industry, giving appropriate examples.

4. Write short notes on *any three* of the following :
   (a) Advantages of E-Tailing
   (b) Issues in Automatic Vending
   (c) Security issues in retailing
   (d) Budgeting and resource allocation decisions in retailing
   (e) Pricing strategies in retailing

SECTION - B

5. Bharti group of Industries has tied up with an International retail chain 'WALMART' to open various cash and carry stores in wholesale segment. To start with, they have opened their first store in Amritsar (Punjab) and now are gradually expanding to other important Tier I and Tier II cities across India.

They have appointed you as a consultant to advise them in various decision areas involved in Retail Management and want to seek your advise to ensure success of their operations.

Questions :

(a) What are the merchandise management decisions involved and what advise you will give for category management and planning ?

(b) What performance measures you will suggest to measure the performance of their retail outlets ?

(c) What Human Resource issues are involved and how these Human resources functions can be addressed ? Give a brief account of them.

————