

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2010**

**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) Discuss the scope and importance of retailing on contributing to economic growth of a country.  
(b) "It is essential for every retailer to have a sound knowledge of consumer behaviour in pursuit of designing effective retail strategies". Discuss with suitable illustrations.
2. (a) What factors should the retailers consider while setting their pricing objectives ?  
(b) Discuss the various components of retail atmospherics. What makes visual merchandising a critical component in the overall retail business ? Substantiate.

3.
  - (a) Discuss the steps involved in sourcing process. What points should be kept in mind before entering into negotiation with the vendor ?
  - (b) Elaborate upon the security issues involved in a retail business.
  
4. Write short notes on *any three* of the following :
  - (a) Wheel of retailing
  - (b) Growth imperatives and enablers
  - (c) Category captains
  - (d) Retail business as profit center
  - (e) Limitations of E-tailing.

## SECTION - B

5. Read the case given below and answer the questions given at the end of the case.

Titan Eye Plus, third major line of business of Titan Industries Ltd. (TIL) after watches and jewellery, announced its foray into the eye wear segment in India. TIL plans to expand and capture a 25% share of the organised eye wear market in the next two-three years. Right now the organised sector accounts for just about 15-20% of the total eye care market in India and is pegged at around Rs. 1,000 - 1200 crore. The opportunity is much bigger and TIL wishes to concentrate in India and change the market.

With the proposed launch of the company's latest chain "TITAN EYE PLUS". TIL plans to set up over 200 Titan Eye Plus stores in the next 3 years across India.

### Questions :

- (a) Elaborate on the significance of locational decisions and explain the criteria for the selection of a particular site location for the proposed chain of Titan Eye Plus stores both in Urban and Semi Urban cities in India.
- (b) Develop an Integrated Marketing Communication Plan for TIL.
- (c) How can TIL communicate the positioning of its new chain of stores to the target market.