

MS-612

Management Programme

ASSIGNMENT
For
July 2022 and January 2023 sessions

MS – 612: Retail Management

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 612
Course Title	:	Retail Management
Assignment Code	:	MS-612/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1(a) With the help of secondary data sources available for the last ten years on retail sector. You are advised to prepare and submit a write up on the emergence and development of the retail sector in India, contributing to the Indian economy.

(b) What is a retail format? List out the various types of retail formats based on form of ownership and store strategy mix.

2(a) What are the various situational variables that influence the retail shopping behavior? Discuss their influence on working women.

(b) Explain the significance of marketing research in retailing. What consumer research strategies are generally used by market researchers specific to a lifestyle departmental store? Elaborate the nature of consumer research strategy that will need to be used in this situation.

3(a) Explain the term merchandising with a suitable illustration. Elaborate the various steps to be considered while planning merchandize for a men's readymade retail outlet.

(b) Explain the importance of pricing in retail. Discuss the pricing objectives that a retailer or any retail business should consider while pricing their merchandize.

4(a) Elaborate why sourcing as a key functions of retailing. What are the various steps involved in the sourcing process? Illustrate with an example.

(b) Discuss the key aspects of loyalty programmes. What loyalty programs can be introduced in the retail outlets for increasing traffic? Discuss.

