

**MMPM-009**

**Master of Business Administration (MBA)/ Master of Business  
Administration (Online) MBA(OL) / Master of Business  
Administration(Marketing Management) (MBAMM)/ Post Graduate  
Diploma in Marketing Management (PGDIMM)/Post Graduate Diploma  
in Services Management (PGDISM)**

**ASSIGNMENT**

**For**

**January 2024 and July 2024 Sessions**

**MMPM-009: Retail Management**

**(Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024  
and for July 2024 sessions is 31<sup>st</sup> October, 2024)**



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

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MMPM-009</b>
<b>Course Title</b>	:	<b>Retail Management</b>
<b>Assignment Code</b>	:	<b>MMPM-009/TMA/Jan/2024</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024 and for July 2024 session is 31<sup>st</sup> October, 2024.**

- 1 a) Distinguish and discuss the terms retail and retailing. By using secondary data and internet sources bring out the evolution of the retail sector since the last decade and a half. Highlight the nature, structure, growth, challenges and opportunities that are available to the sector.
- b) Discuss the concept and the essence of the theory of wheel of retailing with a suitable illustration.
- 2 a) Explain the importance of strategic planning process in the context of retail business. Pickup any retail business of your choice and discuss the process.
- b) What is retail life cycle theory? Discuss the various stages of the retail life cycle and explain their role and importance as a tool for business development.
- 3 a) When and how locational decisions assume importance in retailing? Explain the locational decisions theories that would help in making the right choice. Illustrate with a suitable example.
- b) Explain the terms retail product mix and merchandising with examples. How would you go about planning merchandising for a new brand of premium readymade garments for men?
- 4 a) Discuss the importance and essence of store atmospherics. What are the key components of store atmospherics that you are familiar with? Elaborate.
- b) Discuss the relationship of sourcing and inventory management in retail business. Discuss the steps involved in sourcing and highlight their significance.