

MS - 612

**Management Programme (MP)/ Post Graduate Diploma in Marketing
Management (PGDMM)**

**ASSIGNMENT
For
July 2023 and January 2024 Sessions**

MS - 612: Retail Management

**(Last date of submission for July 2023 session is 31st October, 2023
and for January 2024 sessions is 30th April, 2024)**



**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/2023
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 2023 session is 31st October, 2023 and for January 2024 sessions is 30th April, 2024.

1. a) Explain the terms retailing and wheel of retailing. Discuss the key decision areas that a retailer has to consider for its success.
b) Why it is necessary to have a sound knowledge of consumers and the various stages of consumer decision making process in retail business? Explain.
2. a) Success of any retail business is primarily attributed to its locations. Discuss the above statement in terms of the choice of location criteria being adopted and all after aspects in this regard. Explain with example.
b) Define and explain the role and various component of atmospheric in the context of retail business.
3. a) Discuss the importance and the key role of sourcing function in retail business. Explain the various steps involved in sourcing process.
b) Discuss the concept of relationship marketing. How does it stand different from transactional marketing? Illustrate with an example.
4. a) List the legal and security issues in the context of retail business. Discuss each of these issues and their impact on the retail operations.
b) What is the role of technology in retailing in the current business environment? Identify the application areas of technology and comment on their role on retail business.