

MMPM-009

Master of Business Administration (MBA)

ASSIGNMENT
For
January 2023 and July 2023 sessions

MMPM-009: Retail Management

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



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

ASSIGNMENT

Course Code	:	MMPM-009
Course Title	:	Retail Management
Assignment Code	:	MMPM-009/TMA/January/2023
Coverage	:	All Blocks

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

- 1 a) Explain the terms retailing and retail business with suitable illustrations. What are the challenges faced by Indian retailers offer the possible solutions that you would recommend to face these challenges.
- b) Discuss the concept of wheel of retailing and the various stages that are involved. Explain taking suitable example from the recent past.
- 2 a) What are the elements of a strategic planning process? Explain in detail their significance?
- b) Why independent retailers are the most common type of retailer found everywhere? Discuss giving reasons.
- 3 a) Define the term product line retailing. Explain in detail about the specialty store and give a few examples of such stores in India.
- b) Discuss the term Merchandise and explain the various factors to be considered while undertaking merchandise planning.
- 4 a) What is retail marketing mix? Explain the elements of retail marketing mix? Justify the existence of extended marketing mix elements for retail sector?
- b) Explain the role of CRM in retail business. Do you consider that the CRM software used by organized retailers to target customers could be deployed in mom-and-pop stores? Why or why not?