

MS - 612

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

**ASSIGNMENT
For
July 2024 and January 2025 Sessions**

MS - 612: Retail Management

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



**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/2024
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 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

- 1 a) In the last two decades the retail sector in the Indian context has made a remarkable dent with exponential growth there by substantially contributing to the Indian economy.

In the light of the above statement you are advised to seek the help of secondary data sources, the internet sources etc. and collect as much data as possible with regard to the sector in question. Prepare an exhaustive essay on the key driver/triggers to the growth of the sector. Besides, the strength and opportunities you may also look as the threats and weaknesses if any, and report the same. Justify and support with data and figures wherever they deem fit.

- b. Briefly classify and discuss the retail formats with suitable examples. Highlight their advantages and caveats for each of these formats.
- 2 a) Identify and discuss the major retail activities that a retailer needs to consider to operate their business. Comment on the consumer behavior or patterns that a retailer ought to consider to attract their target customers.
- b) Discuss the significant role that locational decisions play in the context of retailing. Elaborate the major influencing factors that you would consider in deciding a location for a fast food joint catering to young working professionals in any metro city of your choice.
- 3 a) Why is merchandizing assumes greater importance in organized retailing. Discuss. Pick up one garment retailer and another premium footwear brand and discuss their merchandising activities such as sourcing merchandising planning and supply chain issues pertaining to their respective business.
- b) Define and explain the term atmospherics in retail marketing mix. Explain with suitable illustrations the store lay out and visual merchandising as key constituents of retail atmospherics.
- 4 a) Discuss the importance of sourcing as a key function of retailing. Explain the process of sourcing in a logical sequence.
- b) Today, non-store retailing is in the forefront of every retail business. Discuss the statement by identifying/picking up any two non-store retail businesses of your choice which have been successful in relation to their brick and mortar stores.