Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.

MS - 612: Retail Management

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

Course Code	:	MS-612
Course Title	:	Retail Management
Assignment Code	:	MS-612/TMA/SEM-I/2021
Coverage	:	All Blocks

Note: **1.** *This Assignment is being provided to only those students who are going to complete their maximum duration (validity period) in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30th April, 2021.

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1. (a) Define retailing. Discuss the scope and prospects of retail sector in the current Indian context.

(b) What are the various business activities that a retailer undertakes in catering to the customer?

2(a) Explain the role and relevance of marketing research in retailing. Elaborate on the possible areas where marketing research can be used.

(b) Why location decisions are important in retail business? Explain the influencing factors that help in deciding a specific location. Pickup any suitable example of your choice and discuss.

3(a) Explain the term retail mix and merchandise mix with suitable illustrations. Discuss the various factor affecting merchandise mix decisions.

(b) Discuss sourcing as a critical function of every retail business irrespective of the nature and size of the business. Substantiate.

4(a) Discuss the key considerations used while assessing Human Resource requirement for any retail organization that you are familiar with.

(b) Distinguish between store vs. non-store retailing with suitable examples. Explain catalog retailing and the various guidelines that a retailer should follow for its implementation.