

MS-612

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2017**

MS - 612: Retail Management



**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/SEM-II/2017
Coverage	:	All Blocks

Note : Attempt all the questions and submit this assignment on or before 31st October, 2017 to the coordinator of your study center.

1. (a) Trace the evolution of Retailing business from various secondary sources in the Indian context. Compare the structure of traditional retailing vis-a vis the contemporary retail business evolving in India and discuss the driving factors for its growth as a key contributor to the economy.

(b) Why it is essential to have a sound knowledge of the retail customer in the current market environment? Elaborate.

2(a) What do you understand by the term Locational Decisions in Retailing? If you were hired by an established multi brand men's garment retailer to identify suitable locations for their new outlets in tier II cities across Pan India, how would you go about in choosing a store locator and the criteria for evaluating the location aspects for the same. Illustrate.

(b) "Atmospherics" constitute one of the key components for the success of a retail business. Discuss and explain with two leading retailer of your choice in the Indian context that atmospherics had largely contributed to their growth and sales.

3(a) Discuss the significance of sourcing as a crucial function of retailing by explaining the steps in sourcing process with a suitable example.

(b) Discuss and explain the concept of Customer Relationship Management (CRM) in today's retailing environment. What role and responsibilities does employee have in building and maintaining customer relationships? Illustrate suitably.

4(a) What is the role of Technology in retailing? Discuss the application areas of technology adoption in retailing and its security issues that ought to be taken care off.

(b) What are the various ethical dimensions of retailing? Discuss the linkages between legal and ethical issues in retailing and the precautions preventive measures to be considered.