MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-612 : RETAIL MANAGEMENT

00750

Time : **3** hours

Maximum Marks : **100**

(Weightage : 70%)

Note : (i) Attempt **any three** questions from **Section A**.

(ii) **Section B** is **compulsory**.

(iii) **All** questions carry **equal** marks.

SECTION-A

1. (a) What is wheel of retailing in the context of retail business ? Is this hypothesis still relevant in the current indian retail environment ? Explain.

   (b) Explain briefly the different types of modern retail formats with suitable illustrations.

2. Why it is essential to understand the role of performance audit in retail business ? Explain the three commonly used performance management frameworks.

3. (a) Discuss the role of sourcing as an important function in retailing.

   (b) What are the key components of Retail Atmospherics ? Explain giving suitable examples.

4. Write notes on **any three** of the following :
   (a) Importance of physical environment in retailing.
   (b) Private Vs National brands.
   (c) Any three types of retail pricing strategies.
   (d) Long-term and short-term HR planning.
   (e) Ethical codes.

SECTION-B

5. An established and a leading multi brand footwear retailer with a strong presence in all the major cities of North India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs.

The offerings include a wide range of footwear of international, national and regional brands for men, women and children for all occasions.

Questions :
(a) Propose a retail mix (4Ps) for this retailer.
(b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets ? Discuss.
(c) Do you foresee any scope for offering loyalty programmes by the retailer ? Justify your answer.