

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2022**

**MS-612 : RETAIL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** Answer any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

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**SECTION A**

1. (a) “Buying from one and selling to the other.” Discuss the above statement which conveys the purpose of every retail business in the exchange process.  
(b) Explain the term Wheel of Retailing. Discuss the major retailing decisions that a retailer should consider in developing and implementing their marketing plans.
2. (a) Explain the term Strategic Planning Process. Discuss the various approaches to planning function.  
(b) What is Category in retail business ? Comment on the key issues in merchandise assortment planning activity.

3. (a) How and when will you assess manpower requirement of a retail firm ? Should each employee in a retail firm undergo the same orientation programmes ? Justify.
- (b) Why are loyalty programmes established in retail business ? Explain with an example. How can design of such programmes be revised and improved ?
4. Write short notes on any *three* of the following :
- (a) Customer's perception of retail store image
- (b) Store strategy mix
- (c) Tactics for fine-tuning the base price in retail
- (d) Ethical responsibilities of the retailer
- (e) Basic tasks of communication in retail

## SECTION B

5. Choosing a site for a new retail location is one of the most important decisions a business owner will make. List out and examine the various factors that impact the selection of a specific store location for each of the following :
- (a) Company's exclusive retail outlet (Men's Suiting)
  - (b) Multi-brand retailer of music/audio systems
  - (c) Computer training institute
  - (d) Snack bar
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