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MMPM–009

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2023

MMPM–009 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

Section—A

1. (a) Explain the following terms with an example :
 - (i) Retailing
 - (ii) Automated Vending Machine
 - (iii) SCM
 - (iv) CRM

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- (b) Explain the term new/emerging customer. Why is it essential for retailers to have a sound knowledge of these set of buyers ? Highlight their emerging pattern of consumer behaviour in the era of Omni channel retailing.
2. (a) Elucidate the concept of wheel of retailing. Discuss the different phases involved in the wheel of retailing theory.
- (b) Define franchising. Explain with a suitable example the scope and competitive advantages and disadvantages that franchising has over other business formats.
3. (a) Define atmospherics in retailing. Why the role of planning for atmospherics is gaining importance ? Discuss the key components that a retailer should consider while planning for the atmospherics.
- (b) How important is sourcing function and inventory management for a retailer ? Explain. Discuss the steps involved in sourcing process and highlight the importance of each step.

4. Answer any *three* from the following :
- (a) Brick and Click model of retailing
 - (b) Cooperatives for consumers
 - (c) Private *vs.* National Brands
 - (d) Atmospherics in the context of E-tailing
 - (e) Inventory Report

Section—B

5. (a) What are the major activities performed by a retailer in the following situations :
- (i) A multibrand footwear retailer
 - (ii) Single brand retailer of white goods ?
- (b) Atmospherics in retail business refers to the atmosphere or mood that you create in your store by way of introducing various elements and effects. It allows you to build and develop your store personality- the identity that gives life to your retail brand and a tool to differentiate yourself from your competitors.

- (i) What are the various elements of atmospherics that retailers use to attract footfalls ?

- (ii) Identify the elements that you would personally recommend in the following situation and why ?
 - (a) Family restaurant

 - (b) Multiplex