

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2016**

**MS-612 : RETAIL MANAGEMENT**

00422

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :**
- (i) *All questions carry equal marks.*
  - (ii) *Attempt any three questions from Section A.*
  - (iii) *Section B is compulsory.*
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**SECTION - A**

1. (a) Discuss the changes in the Indian Retailing Scenario and also explain the drivers of retailing in India.  
(b) Explain the Consumer Decision Rules that act as guidelines to a retailer to help tune his product / service proposition.
2. (a) Briefly discuss the various types of non-store retailing formats. What are their advantages and disadvantages ?  
(b) Explain the Margin Turnover Model used in Retail Strategy.
3. (a) What is Customer Relationship Management ? Explain its relevance in Retailing.  
(b) Explain the difference between Customer Relationship Marketing and Transactional Marketing.

4. Write short notes on **any three** of the following :
- (a) Situation Analysis
  - (b) Purchase intercept technique
  - (c) Major activities of Retailers
  - (d) Store Atmospherics
  - (e) Wheel of Retailing

### SECTION - B

5. A national fast food chain has decided to open outlets in a combination of isolated locations, unplanned business districts and planned shopping centres.
- (a) What factors play a role in the location of a store ?
  - (b) Comment on the retail strategy of the fast food chain, giving reasons for your answer.
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