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MS-612

**MANAGEMENT PROGRAMME**

**Term-End Examination, 2019**

**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) Discuss Wheel of Retailing.  
(b) What are different types of retailing decisions to be taken by Retailers while implementing their marketing plans ? Discuss with examples.
2. What are Situational Variables and what influence do they have on shopping behaviour in a shopping center ? Give examples in support of your answer.
3. Discuss the elements of Store atmospheric and Visual Merchandising in positioning of Retail Store. Give example to illustrate your answer.

4. Write notes on **any three** of the following :
- (a) Retail Performance Measures
  - (b) Types of Store Layout
  - (c) Human Resource Functions in Retailing
  - (d) Budget Planning in Retailing
  - (e) Use of technology for Store Internal Security

### **SECTION-B**

5. An organisation into consumer durables wants to open a retail outlet in a mall. They have been in business from the last 20 years. Looking at the current trend of organized retailing, they want to open a retail outlet in a mall located in Delhi surrounded by lots of housing societies. You have been appointed as Retail Manager to guide company on the following issues :

- (a) How can Merchandise Planning with regards to Assortment Planning and Inventory Planning be done ?

- (b) What types of Pricing Strategies you can suggest for their retail selling keeping in mind the competition in their area of operation ?

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