

MANAGEMENT PROGRAMME

Term-End Examination

MS-612 : 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) What is relailing? Explain how a retailer as marketing intermediary makes the distribution of goods from the produce to consumer Illustrate.
- (b) Explain the two major strategies of consumer research applicable in relating.
2. (a) Distinguish between the various types of locations that are available for a retailing to decide upon. What advantages do planned location has over unplanned location?
- (b) Explain with an example the key components of retail atmospherics.



3. What constitute retail Marketing Communication?
Explain the various communication tools in the design of integrated marketing communication strategy for retail business.
4. Write short notes on any three of the following:
 - (a) What are retailing
 - (b) Performance audit
 - (c) Private Vs National Brands
 - (d) Shrinkage
 - (e) Ethical responsibilities of retailers.

Section - 'B'

5. Diaper a retail catalogue represents a high level of retail specialization in mail order. It is a catalogue outlet primarily targeted at young working parents looking for all the necessities (products) for their new born babies. The product range comprises around more than a hundred items from baby food to nappies to toys to blankets etc.

Questions

- (a) What are the advantages that Diaper can have over other retail formats? Justify giving reasons.
- (b) Discuss the problems and challenges associated with catalogue retailing.
- (c) Recommend the possible locational areas where Diaper can expand by setting new shop.

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