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MS-612

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2022

MS-612 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *Answer any **three** questions from Section A. Each question carries 20 marks.*

(ii) *Section B is compulsory and carries 40 marks.*

Section—A

1. (a) Who is a retailer ? Discuss the major tasks that a retailer has to perform in pursuit of attracting customers.
- (b) Classify and briefly explain the nature of retailing formats in the Indian context.

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2. (a) What are the stages of consumer decision-making and its impact on retail strategies ?
(b) Explain 'retail mix'. Discuss the key objectives of merchandise and the factors affecting merchandise mix decisions.
3. (a) What are the major objectives of pricing in retailing ? Explain retail pricing approaches based on the long-term objectives of the pricing decisions.
(b) Discuss the steps involved in the sourcing process and its influence in sound merchandise decisions.
4. Write short notes on any *three* of the following :
 - (a) Explain any *three* modern retail formats.
 - (b) Shrinkage in retail context.
 - (c) Part time employment.
 - (d) Latest trends of technology in retailing.
 - (e) Store space management.

Section—B

5. '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.

Questions :

- (a) What are the various elements of atmospherics that retailers use to attract footfalls ?
- (b) Identify the elements that you would personally expect in the following situations and why ?
- (i) Family restaurant
 - (ii) Multiplexes
 - (iii) Food courts