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MMPM-009

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

June, 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 :
 - (i) Hypermarket
 - (ii) Franchising
 - (iii) Catalogue Retailing
 - (iv) Private Labels
- (b) Discuss the role, scope and importance of retailing and its contribution to the Indian economy.
2. (a) What is strategic planning process ? Explain the four possible planning approaches that retailers can consider.
- (b) Explain the different features of a single-store independent ownership structure. Discuss with an example its advantages and limitations.

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3. (a) Describe the role of the two locational theories and retail market identification in the emerging Indian retail context.
- (b) Define Merchandising. Discuss its importance and scope in retail business. Enumerate the factors that retailers should consider while setting merchandising objectives.
4. Write short notes on any *three* of the following :
 - (a) Emerging Rural Retail Formats
 - (b) Dialectic Process Theory
 - (c) Unplanned Markets
 - (d) Category
 - (e) Visual Merchandising In India

Section—B

5. (i) You have been retained by a leading Digital marketing training and educational firm to represent them in various locations in tier II cities of Southern states in India. What criteria you would consider in deciding the right locations for the targeted training centers (make necessary assumptions, if required).
- (ii) The small independent mom and pop stores in India, still continues to be favored both, by the marketers and the customers. What makes them so ? Justify giving reasons.