

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2023**

**MS-612 : RETAIL MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All question carry equal marks.

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**Section—A**

1. “It is the effective blending of all the elements of retail marketing mix activities within the retail organisation that determine the success of Retail Marketing Management.” Discuss this statement and explain with relevant examples how the elements of retail marketing mix could be blended to ensure the success of retail operation. 20

2. (a) A multinational retailer is planning to open a retail outlet of furniture in Mumbai. The retail outlet will cover one lakh square feet area spread over 2 floors. They plan to hire 50 employees including store manager, billing, sales, technical and security staff. Discuss the responsibilities of the store manager w.r.t. this situation. 10
- (b) Explain the recent developments in the organised retail industry in India. 10
3. (a) Classify retail formats by ownership and explain characteristics of each type. 10
- (b) The same brand of laptop is sold by speciality computer store, online retailers and discount stores. Why would a customer choose one retail format over another ? 10
4. Write short notes on any *two* of the following : 20
- (a) Types of retail promotion
- (b) Franchise format of retailing
- (c) CRM
- (d) Pricing strategy for retailing

### Section—B

5. (a) You plan to start a store of house furniture rentals in Laxmi Nagar in Delhi. The area

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has many coaching institutes and has therefore many students staying in rented accommodation in the area. The rentals charged by you are very affordable and good quality.

How can a store like this renting out home furniture project a value based retail image. What elements of retail image will play an important role in doing so ? 20

- (b) Assuming an industry of your choice, explain how an atmosphere created by a retailer will help in increasing retail sales of products. 20