MMPM–009

MASTER OF BUSINESS ADMINISTRATION (MBA)
Term-End Examination
June, 2024

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) "Retailing includes all activities involved in selling goods and services to consumers." Discuss the statement with reference to the two types of traditional retail formats that you are familiar with.

    (b) Critically discuss the key growth drivers impacting retail business in India.

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2. (a) What is wheel of retailing theory ? Explain the three stage cycle of the retailing process with an example.

    (b) Explain the characteristics of corporate chain stores. Discuss the benefits and their limitations.

3. (a) Why deciding merchandise mix is crucial for every retail business ? Explain.

         As a merchandise manager, discuss the factors that you would consider in deciding merchandise mix for a competitively priced uni-sex denim brand targeting youngsters.

    (b) Discuss the importance of atmospherics in retail mix. Does its scope of coverage differ across small *vs.* big retailers ? Support your answer with examples of your choice.

4. Write short notes on any *three* of the following :

    (a) Online retailers

    (b) Off-price retailers

    (c) Objectives of merchandising

    (d) Internal atmospherics

    (e) Shrinkage in retail inventory management

Section–B

5. Locational decision decides the success or failure of businesses. However, locational decisions in retailing become even more significant and strategic in nature. Therefore, making the right

choice of site/location for the new business is one of the critical decision business owners will have to make.

List out and examine the various factors that impact the selection of a specific store location for the following :

(a) charging points for e-vehicles

(b) computer training institute

(c) automatic vending machines (soft drinks)

(d) 24/7 pharma retailing