

MANAGEMENT PROGRAMME

Term-End Examination

December, 2010

01480

MS-612 : RETAIL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *Attempt any three questions from Section A.*
- (ii) *Section B is compulsory.*
- (iii) *All questions carry equal marks.*

SECTION - A

1. (a) List out and explain the major drivers facilitating the growth of organised retail sector in India.
- (b) What is the purpose of strategic planning in retail business ? Explain briefly the various steps involved in planning process.
2. (a) Discuss the importance of merchandising function in retail business. What are the factors that affect the Merchandise Mix Decision ?
- (b) What makes locational decisions assume significance in retail business? Explain the criteria for selecting a specific site location for a jewellery retail outlet in any major city in India.

3. (a) Discuss the concept of Customer Relationship Marketing. Why is it important for retailers to retain their customers ?
(b) Elaborate on the role and implications of technology adoption in retail business.

4. Write short notes on *any three* of the following :
 - (a) Catalog retailing
 - (b) Key parameters of Marketing Research in retailing
 - (c) Positioning of a retail store
 - (d) Measures to minimise shrinkage
 - (e) Ethical codes & its impact.

SECTION - B

5. (a) Explain the wheel of retailing. Is this theory applicable to the current Indian Environment ? Cite two examples of your choice to explain its relevance.
- (b) A big retail chain into upmarket garments business is planning to open a new outlet in a posh area of South Delhi. You have been retained as a Consultant by them. Explain what atmospherics decision you would recommend to your client ?
-