

01214

MANAGEMENT PROGRAMME

Term-End Examination

June, 2011

MS-612 : RETAIL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

1. (a) What are various store based and non - store based retailing formats ? Explain in brief.
(b) Discuss the factors that have led to the growth and consolidation of retailing in India.

2. List the various dimensions of retail store that have an impact on the consumer attitude /image towards a retail store. To what extent you feel these retail dimensions are important to attract consumers towards a store ?

3. (a) What is the importance of locational decisions in retailing ?
- (b) What are the factors which play a significant role in the locational choice of a particular store in a particular city ?
4. Write short note on *any three* of the following :
- (a) Merchandise planning
- (b) Retail Pricing Approaches
- (c) Key components of Retail Atmospherics.
- (d) The Sourcing Process
- (e) Ratios used to measure retail performance.

SECTION - B

5. An IIM - Lucknow student has pioneered a tea in several varieties and flavours and started vending it from the canteen of IIM - L which has brought lot of Laurels to her. The tea is being marketed in prepared term under the Brand Name "Refreshing Magic." The student is not sure whether it can be sold in other places, so she has decided to leverage it to other IIMs through their canteens.

Looking at the vary nature of the product she is not sure how she should proceed so as to be Successful. It has been suggested to her by her friends to improve the product presentation and set of a chain of tea outlets in IIMs in a phased manner

Questions :

- (a) What kind of knowledge of consumer behaviour is necessary to be collected through research to ensure success of retailing of the above product ?
 - (b) Do you feel that tea retail chains be limited to few IIMs ? Justify your answer.
 - (c) What type of Promoter and Communication - mix you suggest to motivate the customer towards the product ?
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