

MS-612

MANAGEMENT PROGRAMME

Term-End Examination

June, 2009

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) Explain the various modern retail formats available, giving suitable examples. **10**
- (b) Briefly explain the possible areas where Marketing research can be applied in retailing. **10**
2. (a) What is Relationship Marketing ? How is it different from Transactional Marketing ? Taking a retail outlet of your choice, suggest ways to establish customer loyalty ? **10**

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- (b) Describe the various considerations to be kept in mind in merchandise planning by a retail firm. **10**
3. (a) What are the ethical responsibilities of a retailer ? Explain giving suitable examples. **10**
- (b) What are the various types of non-store retailers ? Explain their characteristics and applications. **10**
4. Write short notes on *any three* of the following : **20**
- (a) Components of Retail Atmospherics.
- (b) Profitability measures in Retail operations.
- (c) Human Resource functions in Retailing.
- (d) Sourcing Process
- (e) New Trends in Security.

SECTION - B

5. (a) As a consultant you have been retained by Retailer like Reliance Fresh or Vishal Mega Mart to help identify a suitable site location for the commencement of its operations in a non metro city. **20**
- (i) List out and explain the criteria for selecting a particular site location for the retail outlet to be opened.
- (ii) In assessing the choice of the location, which of the technique can be used and why?
- (b) A retail outlet into consumer durable business wants to devise sales promotion schemes for its customers during the festival period of Oct to Dec. 2009. Suggest various sales promotion schemes that can be considered by the Retailer. **20**

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