

01471

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

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) Explain "Wheel of Retailing". Does it still have relevance in the current retail environment ? Discuss.
(b) Who is a retail customer ? Why it is important for a retailer to have enough knowledge of his clientele so as to evolve the best possible retail marketing mix ?
2. What is customer relationship management ? Why it is increasingly becoming relevant for retailers to establish loyalty programmes on an ongoing basis ? Discuss with suitable examples.
3. (a) "A careful assessment, analysis and vision are the basic pre-requisite conditions necessary while deciding on store location". Keeping in view the above statement, what do's and don'ts you would advise in the following situations :

- (i) Exclusive outlets of premium furnishings
- (ii) Automobile dealer outlets
- (b) Safety and security measures in retail business are as important as in any other Sector/ Industry. Discuss and justify your answer.

4. Write short notes on **any three** of the following :
- (a) Multichannel retailing
 - (b) Performance audit
 - (c) Pricing approaches
 - (d) Vendor relationship marketing
 - (e) Ethical responsibilities of a retailer

SECTION - B

5. Dayal furnishings is a big manufacturer of textile furnishings and currently supplies its products to large retail outlets in major cities. Now the company has decided to start a chain of retail outlets throughout the country with an investment of Rupees 1,500 crores (15 billion).

Questions :

- (a) What kind of retail format(s) would you consider for Dayal Furnishings looking at the scale of business and the quantum of investment that is earmarked ?
- (b) What are the key challenges associated with respect to atmospherics in general and store space management and visual merchandising in particular in the light of the merchandise it offers ?
- (c) List out and briefly discuss the non-store retail formats appropriate for its operations.