

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2016**

**MS-612 : RETAIL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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

1. (a) "Setting Retail price of a merchandise is a very important and complicated aspect of decision making." Explain the alternate Retail Pricing approaches available to a retailer.
- (b) Explain the influence of situational variables on retail shopping behaviour. Use relevant examples to illustrate your answer.
  
2. (a) Explain with examples the relevance of Store Atmospheric Planning in Retail business.
- (b) What are the key components of Store Atmospheric? Explain each with relevant examples.

3. (a) Explain Retail Performance Measures.  
(b) It is said that managing a retail store is a complex activity. Elaborate the activities performed by a retailer while managing his/her retail store.
4. Write short notes on **any three** of the following :  
(a) Modern Retail Formats.  
(b) Relevance of RFID (Radio Frequency Identification) in Retailing.  
(c) Customer Relationship Management.  
(d) Security issues in retailing.  
(e) Catalog retailing.

### SECTION - B

5. E - tailing in India is growing at a very fast rate with a large number of new entrants. 'Cash on delivery', is a preferred payment method in India. Online market place models with sites like Jabong.com, Flipkart, Snapdeal and many more exist. Indian e-tailing industry was estimated at ₹ 3600 crore in 2011 and estimated to grow to ₹ 53,000 crore in 2015.

In early June 2013, Amazon.com launched their Amazon India market place. On 7<sup>th</sup> March, 2014 e-tailer Flipkart claimed it has hit \$ 1 billion in sales. The Great Online Shopping Festival started in December 2012 when Google India partnered with e-commerce companies including Flipkart, Home Shop 18, Snapdeal, India Times shopping.

#### Questions :

- (a) What factors are responsible for the growth and popularity of e-tailing in India ?  
(b) What can brick-and-mortar retailers do to compete against e-tailers.