

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-612 : RETAIL MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) Answer *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 the major activities undertaken by a retailer ? Why the neighbourhood small retailers still continues to be favoured by the customer ? Discuss.
(b) List out the different modern retail formats and discuss any two of them.

2. (a) Explain the consumer decision making process in retail setting. Briefly discuss the stages involved in consumer decision making process in the following situations :
 - (i) Young urban professional considering to buy a smart phone
 - (ii) Purchase of soft drink
(b) Why are locational decisions important for retailers ? Explain giving suitable examples.

3. (a) Critically evaluate the role of technology in retail operation as a strategic tool for competitive advantage.
(b) Discuss the key parameters of marketing research in Retailing.
4. Write short notes on **any three** of the following.
 - (a) Non - store retailing
 - (b) Services retailing - As a growth area
 - (c) Retail Pricing approaches.
 - (d) Positioning of retail store.
 - (e) Human resource functions in retailing.

SECTION - B

5. Mr. Sharma, a middle aged graduate business man owns and runs a 50 years old gift items emporium which he had inherited from his late father about a decade back. This emporium is the oldest shop located in one of the busiest and highly commercial markets of South Delhi, which is surrounded by a series of modern and genX retail shops each of them offering a variety and specialized merchandise from mobile accessories to premium brand of apparels and other services to the customers.

The emporium as mentioned earlier is the oldest outlet yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception.

Since the last couple of years Mr. Sharma, was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele found that the business was slowing down consistently signaling the onset of poor demand and thereby affecting the sales and profits.

Disheartened by the current state of the business Mr. Sharma was trying to identify and figure out the reasons for its poor performance and is all set to improve the foot falls in the near future if he gets the right guidance and direction to turn around.

Questions :

- (a) What kind of alternative strategies would you recommend to be undertaken to make the emporium more attractive for the shoppers ?
 - (b) Elaborate on the key atmospheric components that Mr. Sharma should focus upon.
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