

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2015**

**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 is retailing ? Explain the various activities that a retailer performs in pursuit of value addition.  
(b) Critically assess and evaluate the importance of technology in retail business as a tool for competitive advantage .
2. (a) What do you understand by performance management in retailing ? Discuss the commonly used performance management frameworks with suitable examples.  
(b) What are the objectives of Merchandising ? Explain the major factors that affect merchandise mix decisions.

3. (a) Discuss Visual Merchandising and Store Space Management as key components of atmospherics for increased footfalls in the following situations :
- (i) Multibrand consumer durable retailer.
  - (ii) Chain of gift item store.
- (b) What is catalog retailing ? Explain the various guidelines for its successful implementation.
4. Write short notes on **any three** of the following :
- (a) Consumer images of retail store.
  - (b) Private Vs National brand.
  - (c) Methods of setting retail pricing
  - (d) Margin turnover model.
  - (e) Sources of Job applicants.

### **SECTION - B**

5. **Read the following case and answer the questions given at the end of the case.**

A leading corporate hospital chain established and managed by top medical professionals has presence in all the metros and major cities of India. Though they are geographically scattered far and wide yet they share a common philosophy in rendering their services in terms of quality, timeliness and approach towards patient care and well being. In this context the top management of the hospital has come up with an idea to establish and run round the clock pharmacy stores through franchise model. To begin with, these outlets need to be first established in the metros and in a phased manner they would expand to other major cities based on the performance and feedback.

**Questions :**

- (a) What kind of data will be required to ascertain the feasibility of commencing this business ?
  - (b) What criteria would you consider in deciding the right locations for these pharmacy outlets ? (make necessary assumptions, if required)
  - (c) Suggest suitable positioning strategy for this chain of pharmacy stores.
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