

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
December, 2024**

MMPM-009 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer any *three* questions from Section A.
Section B is compulsory.

Section—A

1. (a) What is retailing ? Explain with a suitable example how a retailer plays the role of an intermediary in the distribution of goods and services to the end customers. 10

- (b) Explain the terms traditional retail, modern retail and rural retail. Discuss their features, scope and future growth prospects. 10
2. (a) Discuss your understanding of performance audit in the context of retail business. Explain commonly used performance management frameworks for the same. 10
- (b) Why independent retailers are the most common type of retailer found everywhere ? Justify giving reasons. 10
3. (a) Elaborate on the significance of locational decision for an upcoming construction of multiplex/single screen cinema hall in your location. 10
- (b) How important is sourcing function and inventory management for a retailer ? Discuss the steps involved in sourcing process and highlight the importance of each step. 10

4. Write short notes on any *three* of the following :

6+7+7

- (a) Retail store as a social entity
- (b) Departmental store
- (c) Retail pricing objectives
- (d) Modern elements of communication mix in the context of retail
- (e) Visual merchandising

Section-B

5. Chellaram's furnishings are a leading manufacturer of textile furnishings and is currently supplying its products to large retail outlets in major cities in the country. As retail sector is growing and expanding with every passing day and adding new and emerging format, the company has decided to start a chain of retail outlets throughout the country with an investment to the tune of one thousand crore.

Questions :

- (a) What kind of retail format(s) would you consider for the company keeping in view the scale of business and the quantum of the investment earmarked for the proposed marketing channel ?

13

- (b) Discuss the traditional as well as the modern elements of retail communication mix that would be relevant for the new line of business. 13
- (c) Identify and discuss non-store retail formats appropriate for the company. 14

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