

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-612 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) What are the different location types that a retailer may consider during site selection of a retail outlet ? Critically evaluate these using relevant examples.
- (b) What is Merchandise Planning in Retail ? Explain the factors of merchandise planning in brief.

2. (a) Discuss the various components of CRM in retailing. How is CRM different from organised and unorganised retailers ?
- (b) ORPAT Group started as a manufacturer of clocks in Morbi, Gujarat. Orpat Group has evolved and now has a plethora of products—Ajanta clocks, home appliances, Orpat calculators, Orpat fans, Orpat switches, Orpat toys. They have a network of 50,000 retailers.

Suggest, giving reasons the retail pricing strategies they can use to improve their market share.

3. (a) Classify retail formats by ownership and explain the characteristics of each type.
- (b) Explain the recent development in organized retail industry in India.
4. Write short notes on any *three* of the following :
- (a) Store security
- (b) Technology in Retailing
- (c) Non-store retailing and store-based retailing
- (d) Tasks performed in a retail firm
- (e) Relevance of sourcing in retailing

Section—B

5. The country's largest two-wheeler maker Hero MotoCorp has entered into the electric segment with the launch of its first model in the domestic market under its Vida brand—Vida. Vida is being sold through retail outlets as two variants—Plus and Pro-priced at ₹ 1.45 lakh and ₹ 1.59 lakh (ex-showroom), respectively.

Questions :

- (a) Suggest an appropriate retail promotional mix strategy for VIDA.
- (b) Do you think retail sales promotion techniques can be useful for VIDA ? Justify your answer.

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