No. of Printed Pages : 5 **MMPM–009**

MASTER OF BUSINESS ADMINISTRATION

(MBA)

Term-End Examination

December, 2025

MMPM-009 : RETAIL MANAGEMENT

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

Note : *Answer any **three** questions from Section A. Section B is compulsory. All questions carry equal marks.*

Section–A

1. (a) Discuss the importance of retailing and its role in Indian economy. How is

Urban Retailing different from Rural Retailing ?

(b) Explain Dialectic Process Theory of Retailing with example.

2. (a) Discuss the benefits of Independent Retailing and Chain Store Retailing.

(b) What is franchising in retailing ? Explain different forms of franchising with their advantages and limitations.

3. (a) What is the importance of locational decision in retailing ? What factors play a significant role in the locational choice of a retail store ?

(b) Discuss visual merchandising and its important components to leverage its benefits.

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

   (a) Atmospherics of a Retail Store

   (b) Quantitative measures of retail space performance

   (c) Vendor Relationship Management (VRM)

   (d) ABC Analysis for Inventory Management in Retail

   (e) 5C approach for successful people management in retail setting.

Section–B

5. Retail pricing strategy is the process of determining the optimal price for the products or services sold by retailers. This involves understanding the target market,

analyzing the competition and consideration of Cost of Goods Sold (CoGS). The difficulty of predicting consumer behaviour and economic conditions of the market also play an important role in determining prices. Therefore, establishing pricing strategies requires a data driven approach that considers the target market, competition, cost structure and pricing objective. Based on the above information suggest pricing strategy that can be used in the following situations :

(a) Launching a new FMCG product through Retail Store in North India.

(b) Online Retailing of Shoes.

(c) To take on the competition in the market.

(d) To increase loyalty of consumers toward the retail store.

× × × × ×