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MS-612

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

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.

Section—A

1. (a) Critically evaluate the *three* different location types that a retailer may consider during site selection of a retail outlet. 10
- (b) Since the inception of civilization, the jewellery is an integral part of Indian society. For Indian women, it holds

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utmost significance, not only in term of embellishment but also it is considered auspicious. Women use jewellery made from gold, silver, precious, semi-precious stones etc. Traditionally, jewellery has always been related with wealth, power and prosperity.

A real jewellery brand 'ABC' plan to open several stores across India. Suggest an appropriate location type for ABC stores giving reasons. 10

2. (a) Critically evaluate the various layout options available to a retailer. 10
- (b) ABC Ltd. has decided to diversify into personal care and wellness products for men and women. Its product range include Facial Kits, Popular Facials, Premium Facials, Single Facials Hair Care-Dandruff Control, Hair Oil, Shampoo.

ABC wants to sell these products through company owned retail outlets in metro cities. Suggest, giving reasons, an appropriate layout plan for these stores. 10

3. (a) Classify retail formats by ownership and explain the characteristics of each type. 10

(b) Explain the recent development in organized retail industry in India. 10

4. Write short notes on any *three* of the following : 20

- (i) Responsibilities of a store manager
- (ii) Customer Relationship Management (CRM)
- (iii) Pricing strategies for retail
- (iv) Franchise format of retailing
- (v) Non-store retailing

Section—B

5. Read the case given below and answer the following questions :

XYZ Ltd. deals with comic books. Sometimes it is hard to get the comics you want. Even if you get it, it is hard to find the next volume, ending with incomplete knowledge of the series. With XYZ you can get the comic book from their subscribed series at your doorstep without skipping any volume. This service is available through both online and offline stores. Through traditional stores you also get to enjoy the story-telling sessions at special occasions as well. XYZ also tries to arrange interactive sessions with the renowned authors for its privileged customers. You can get respective props used in comic books through online stores. However, now XYZ Ltd. want to expand its business and start few more offline stores at different locations. As you know that retail

industry is a tough industry to survive in. It is forever changing, updating and competing and now, more than ever, customers are more demanding.

Questions :

- (a) Suggest an appropriate promotional mix strategy for XYZ Ltd. 20
- (b) Do you think sales promotion techniques can be useful for XYZ Ltd ? Justify your answer. 20

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