

No. of Printed Pages : 4

**MMPM-009**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)  
Term-End Examination  
June, 2026**

**MMPM-009 : RETAIL MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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

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**Section—A**

1. (a) Explain the concept of wheel of Retailing.

(b) Who are the emerging customers ?

Discuss their behaviour in the era of Omni Channel retailing.

2. (a) What are the legal issues involved in store operation ? Discuss in brief.

(b) What are merchandising conglomerates ?

Discuss their types.

3. (a) What are the components of Retail Product Mix ? Discuss.

(b) Discuss the concept and limitations of CoGS (Cost of Goods Sold) in retailing.

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

(a) Corporate Chain Store-Benefits

- (b) Future Trends in Retailing
- (c) Scrambled Merchandising
- (d) Modern Elements of Retail Communication Mix.
- (e) Key Components of Retail Atmospherics

### **Section—B**

1. Suggest various components of visual merchandising in Atmospherics for the following :
  - (a) A fashion departmental store
  - (b) An upcoming Exclusive Brand Outlet (EBO) for mobile brand
2. As a retail manager what factors can be considered by you to select a vendor. Justify

the reason for the same in case of the following :

- (a) Small retailer in the business of footwear
- (b) Big retailer in the business of fast food.

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