

MS-612: RETAIL MANAGEMENT



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Description

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Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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- **MANAGEMENT PROGRAMME**
Term-End Examination
December, 2021
MS-612: RETAIL MANAGEMENT
Time : 3 hours Maximum Marks : 100

(Weightage : 70%)

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

*(ii) Section **B** is compulsory.*

(iii) All questions carry equal marks.

SECTION-A 1. (a) What is wheel of retailing in the context of retail business ? Is this hypothesis still relevant in the current indian retail environment ? Explain.

(b) Explain briefly the different types of modern retail formats with suitable illustrations. 2. Why it is essential to understand the role of performance audit in retail business ? Explain the three commonly used performance management frameworks.

3. (a) Discuss the role of sourcing as an important function in retailing.

(b) What are the key components of Retail Atmospherics ? Explain giving suitable examples.

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

(a) Importance of physical environment in retailing.

(b) Private Vs National brands.

(c) Any three types of retail pricing strategies.

(d) Long-term and short-term HR planning.

(e) Ethical codes.

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