

MMPM - 009

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA (OL) /Master of Business Administration
(Marketing Management) (MBAMM)/ Post Graduate Diploma in
Marketing Management (PGDIMM)/ Post Graduate Diploma in
Services Management (PGDISM)**

ASSIGNMENT

For

January 2025 and July 2025 Sessions

MMPM - 009: Retail Management

**(Last date of submission for January 2025 session is 30th April 2025
and for July 2025 sessions is 31st October, 2025)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-009
Course Title	:	Retail Management
Assignment Code	:	MMPM-009/TMA/Jan/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study center. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. What is Modern Retail? Discuss its features, scope, growth, challenges and opportunities that are available in Modern Retail Sector?
2. Explain the concept of corporate chain stores in the context of retail business? Pickup any corporate chain store of your choice and discuss its merits and demerits?
3. Examine the various pricing objectives in the retails sector? Discuss any three pricing strategies used in retailing with a suitable example.
4. Define store atmospherics? What is its importance in retail marketing mix? What is the relevance of store layout planning for retail unit? Elaborate.
5. Explain the different components of CRM Software with suitable examples?