

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 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MMPM-009: Retail Management



**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/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Discuss in detail about the importance of Retailing and its role in Indian Economy?
2. What do you understand by Performance Management? Explain the Three Performance Management Frameworks?
3. Explain the role of Pricing in Retail Marketing Mix? Examine the various Pricing objectives in the Retail Sector?
4. Discuss the need and importance of CRM and also discuss major issues and problems in CRM?
5. What is ABC analysis? Discuss how can its help retailers to become more profitable? Can it enhance customer experience too? Discuss.