

MS -612

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
For
July 2025 and January 2026 Semester**

MS -612: RETAIL MANAGEMENT

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS -612
Course Title	:	Retail Management
Assignment Code	:	MS -612/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

- 1.** Define Retailing and discuss its importance in the present context?
- 2.** Explain Marketing Research and also explain the significance of marketing research for retailing?
- 3.** What are various types of retail pricing objectives and also discuss pricing methods?
- 4.** Explain the role of CRM in retailing? What are various CRM efforts, explain in detail?
- 5.** What are latest trends of Technology in Retailing, discuss with suitable examples?