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MMPM-009

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
June, 2025**

MMPM-009 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any **three** questions from Section

*A. Section B is compulsory. All questions
carry equal marks.*

Section-A

1. (a) What are the major challenges faced by Indian Retail Industry ? Explain rural retailing and the rural retail formats you are familiar with.

- (b) Give the classification of retailers based on store formats and non-store based retailing.
2. (a) Discuss the legal framework of Retail Business in India as a part of Retail Environment.
- (b) Discuss different strategies that can be considered by a retail firm at the corporate level, while doing strategic planning.
3. (a) What is the difference between merchandising and cross merchandising ? Discuss the factors affecting merchandising mix decisions.

- (b) Discuss retail pricing strategies that are used by organized retailers. Explain with examples.
4. Write short notes on any *three* of the following :
- (a) Supermarkets *vs.* Hypermarkets
 - (b) Ethical considerations in Retailing
 - (c) Stages in Retail Life Cycle
 - (d) Scrambled Merchandising
 - (e) Types of Retail Store Layouts

Section-B

5. CRM (Customer Relationship Management) systems are a critical component of Customer Engagement and Management. They help companies in retail business to manage all aspects of their customer

interactions, from marketing and sales to customer support and retention. CRM systems using latest software techniques help to provide personalized customer experiences and insights into consumer behaviour.

Discuss the following :

- (a) Objectives of CRM
- (b) CRM components and their role in CRM implementation.
- (c) Benefits of using CRM systems in Retail Organisations

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