

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 2025**

MS-612 : 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. Read the case carefully and answer the following questions :

XYZ Ltd. is an automobile manufacturer. He manufactures *E-Rickshaw* with a brand name *Heli*. The manufacturing unit is located in rural area of Delhi. They manufacture around 100 *E-Rickshaw* in a month and supply all over India through its retail partners. Now-a-days because of incentives from Govt. for such ventures,

they expect exponential growth in their business. In order to optimize the opportunity they don't want to rely only on their retail partners. Therefore, they have decided to open the exclusive outlets for their brand. For the purpose they need to promote their brand at national level.

Questions :

- (a) Suggest an appropriate promotional mix strategy for XYZ Ltd.
 - (b) Do you think sales promotion techniques can be useful for XYZ Ltd. ? Justify your answer.
2. (a) Explain the concept of assortment of retail merchandise. Differentiate with examples, between width and depth of retail assortment.
- (b) What is the importance of handling complaints in retail management ? Discuss with examples.
3. (a) Elaborate on the characteristics of a chain format and a franchise format of retailing.
- (b) Do you believe that non-store retailing will continue to grow faster than store based retailing ? Explain.

4. Write short notes on any *three* of the following :
- (a) Floor space management for a retail outlet
 - (b) Mark up and Mark down pricing strategy
 - (c) Responsibilities of a store manager
 - (d) Ethical responsibilities of the retailer
 - (e) Customer Relationship Management

Section—B

5. Critically evaluate the *three* different location types that a retailer may consider during site selection of a retail outlet.
6. Ayurveda is a traditional Indian system of medicine. It aims to preserve health and wellness by keeping the mind, body and spirit in balance and preventing disease. To do so, it employs a holistic approach that combines diet, exercise and lifestyle changes. Ayurvedic herbs and spices are also an important component of this approach.

They are thought to protect body from disease and offer a variety of health benefits, including improved digestion and mental health. Ayurvedic herbs and spices have been known to have science-backed health benefits.

XYZ Ltd. was formed in 1917, since then XYZ Ltd. is serving excellent quality Ayurvedic products in the marketplace which are highly reliable. Consequently, they are very popular for preparing the finest remedial formulations made from herbs and that could help to boost better nutrients for a healthy body. XYZ Ltd. is now planning to open several stores across India and it is in the process of finding the right locations.

Suggest an appropriate location type for XYZ Ltd. store in your city giving reasons.

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