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MS-612

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2026

MS-612 : RETAIL MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. Retailing is a key task in marketing. Do you agree ? Give reasons to justify your answer. Briefly explain the various elements of retail marketing mix.
2. What factors must be considered by a retail business house to identify the best location for its new retail outlet ? Explain with example.

3. What are the elements of strategic retail planning process ? Explain the various merchandise services provided by retailers.
4. Write short notes on any *two* of the following :
 - (i) Influence of technology in reshaping retail in India
 - (ii) Different retail formats
 - (iii) CRM
 - (iv) Key components of retail atmospherics

Section—B

5. A2B (Adyar Ananda Bhavan) is a prominent South Indian vegetarian restaurant and sweets chain, originating from a small sweet shop in Tamil Nadu by K. S. Thirupathi Raja. After its humble beginnings in 1979 in Chennai, it expanded to include full-service restaurants in the early 2000s, offering a diverse menu of South Indian, North Indian, and Chinese vegetarian cuisine. The A2B brand is known for its commitment to

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quality and customer satisfaction, maintaining over 150 outlets across South India and globally, and employing a large workforce of over 12,000 people.

Question :

A2B now wants to expand its restaurant business in North India and want to open a retail outlet in Delhi as a consultant to A2B. What would you say are the important factors in choosing a site for a new restaurant in Delhi ? Give reasons for your answer.

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