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.

1. Discuss in detail about the importance of Retailing and its role in Indian Economy?

Answer

Retailing includes all activities involved in selling goods and services to the final consumer for personal, family or household use. It is the last business stage in the distribution channel, but it is not merely the final sale. A retailer brings together merchandise, information, services, payment facilities and a convenient place or platform so that consumers can complete their purchases with less effort. In India this role is performed by neighbourhood kirana stores, street and market retailers, supermarkets, department stores, specialty chains, shopping centres and a rapidly growing range of online and omnichannel retailers.

Why retailing is important

Retailing connects producers with consumers. A manufacturer may produce in large quantities and at a few locations, while consumers are scattered across cities, towns and villages and normally buy in small quantities. Retailers bridge this gap by buying or arranging merchandise, holding stock close to the market and making it available in quantities and pack sizes that consumers actually need. This creates place, time and possession utility and allows producers to concentrate on production instead of serving every final buyer directly.

Retailers also create assortment. A consumer does not want to visit ten manufacturers to buy groceries, clothing, stationery and household items. A retailer selects brands, sizes, designs, price points and product categories and presents them in one store or digital marketplace. This assortment function saves search time and makes comparison easier. In competitive retailing, assortment itself becomes a form of value because the customer can choose among alternatives according to quality, budget and preference.

Another important function is breaking bulk and holding inventory. Producers can dispatch larger lots to wholesalers, distributors or retail chains, while the retailer sells single units or smaller quantities. By carrying inventory, the retailer absorbs part of the risk of uncertain demand, seasonal change, spoilage, fashion change and obsolescence. At the same time, correct inventory management ensures that frequently demanded products remain available when customers want them.

Retailers add services around the product. They provide display, product information, demonstrations, fitting, home delivery, installation, credit or digital payment options, return and exchange facilities, after-sales support and complaint handling. Even a small local retailer adds value through personal knowledge of customers, convenient location, informal credit and quick service.