



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FIFTH TRIMESTER (Batch 2019-21)**  
**END TERM EXAMINATIONS, January 2021**  
**Set 1**

Course Name	Retail Marketing	Course Code	MKT 506
Max. Time	2 hours	Max. Marks	40

**Instructions: Answer the following questions.**

1. Please read the case "Choosing a Store Location for a Boutique" carefully and answer the following questions:
    - a. List the advantages and disadvantages of each location. 5\*2= 10 marks
    - b. If you were Stephanie, select the location you would choose? Why? 5\*2= 10 marks
  
  2. Please read the case "Starbucks' Retail Strategy" carefully and answer the following questions:
    - a. Analyze Starbucks' retail strategy? Explain its target market, and how does it try to develop an advantage over its competitors? 4\*2= 8 marks
    - b. Explain Starbucks' retail mix: merchandise assortment, pricing, advertising and promotion, store design and visual merchandising, customer service, and personal selling. 2\*6= 12 marks
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**Set 2**

Course Name	Retail Marketing	Course Code	MKT 506
Max. Time	2 hours	Max. Marks	40

**Instructions: Answer the following questions.**

1. Please read the case “Building the Apple Store” carefully and answer the following questions:
  - a. Explain the Apple’s store layout and the atmosphere in the store? 12 marks
  - b. List the advantages and disadvantages of the store. 8 marks
  - c. Does the layout of the store help to provide customer with an excellent customer experience? Explain. 8 marks
  
2. UNIQLO opens its doors to First Store in India in Ambience Mall Vasant Kunj, Delhi.



UNIQLO, the Japanese global apparel retailer, today previewed its debut store in India, at Ambience Mall Vasant Kunj in New Delhi, to members of the press ahead of tomorrow’s 10AM opening. Launching in this market for the first time, UNIQLO will offer a new shopping experience to Delhi

customers that showcases Life Wear, the company's commitment to creating perfect clothing that meets the requirements of everyone's daily lifestyles. UNIQLO Ambience Mall Vasant Kunj carries a full line up of Life Wear for men, women, kids and babies. This includes iconic UNIQLO products such as the innovative and functional Ultra-Light Down (ULD) and HEATTECH garments, as well as products featuring premium fabric like denim, cashmere, Extra Fine Merino, and more. Spread over three floors and with a total retail space of 35,000 square feet, UNIQLO Ambience Mall Vasant Kunj welcomes customers with its stunning three-story high bay window façade.

If you are appointed the store In-Charge, explain what all would be your prime focus areas for successful visual merchandising of the store.

12 marks

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