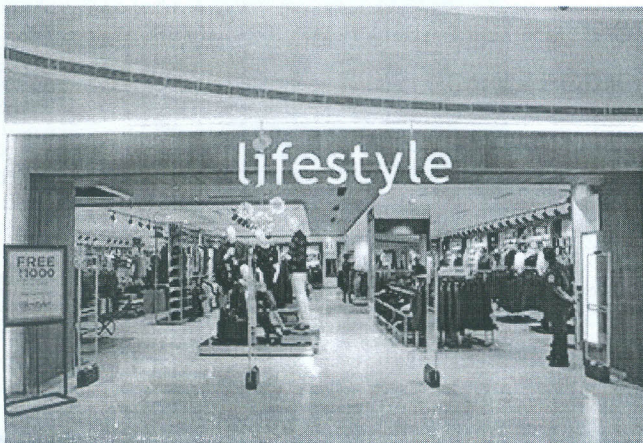


JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER 2021
SET I

Course Name	Retail Management	Course Code	MKT 408
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all the questions.

Q1. Identify the store layouts adopted by the following brands. Discuss the advantages and disadvantages of both the layouts. 10 marks



Q2. Amazon India has launched the first of its six fashion private labels it proposes to introduce this year, as it looks to boost sales and margins in the second largest product category in e-commerce. The first brand, Symbol, was launched by Cloutail India Pvt. Ltd, Amazon's largest seller, earlier this month. Amazon (Amazon Seller Services Pvt. Ltd) wanted to start selling Symbol ahead of the upcoming festive season sales to attract shoppers in the initial months of the launch, according to two people aware of the company's plans. In May, Flipkart chief executive Binny Bansal proposed building a large private-label business by September, and put Mausam Bhatt, a product and marketing expert, in charge of this push. It has delayed its plan by a few months but it still wants to launch private-label products before the end of the year. "India is a very different e-commerce market compared with the US—in the US, e-commerce players often get an edge over competition by launching exclusive products with exclusive brands. In the Indian market, even if you do end up coming up with a unique product, the market is not as homogenized as the US. While launching private labels will help companies, these labels are still competing with the major brands," said Harminder Sahni, managing director at consulting firm Wazir Advisors.

Explain the benefits and challenges of Private label products versus National Brands? 10 marks

Q3 Analyse the policies of Govt. of India for FDI in single and multi-brand retail? Is Foreign Direct Investment (FDI) in retail sector good for India? Support your reply with suitable examples? 10 marks

Q4. A. Communication program have both long and short term effects on retailer's business. Looking into the two print ads given below explain in detail what communication objectives are being reinforced by these retailers? 4 marks

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Amway

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₹170 ₹69	₹138 ₹69	₹200 ₹69	₹180 ₹69

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I AM *using my knowledge for the greater good.*

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B. Identify the pricing strategy adopted by the following brands. Enlist advantages and disadvantages of the two strategies. 6 marks

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JAN 16-17

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