

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA .

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, OCTOBER 2021

SET II

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

INSTRUCTIONS: Attempt all the questions.

Q1. India's first Apple Store is opening in Bandra Kurla complex in Mumbai. Apple and its fans in India have waited for this moment for a long time. Apple has reportedly leased 20,000-25000 square feet to build its stores in the Maker Maxity Mall, co-owned by Reliance industries. This will make thrice the size of the largest franchisee in India, which is around 8000 square feet. Apparently the construction of the store is already underway and will spread over three floors. If you are appointed the store In charge, what all would be your prime focus areas for successful visual merchandising of the store.

10 marks

Q2. Ola, the cab hailing company, is set to launch offline services cashing in on an increasing trend of online players opening physical stores to expand their reach. Online cab aggregator is in advanced talks with Indian Railways to open kiosks in stations across 100 cities where it operates. Ola is already conducting a pilot at the Bengaluru railway station. The entire service, which will be rolled out in a few months, is expected to earn the Railways revenues of ₹200-300 crore annually. For Ola, which boasts of half a million cabs in its network, revenues are expected to double over the next few years. Nearly 22 million passengers travel by train every day and Ola hopes to tap into this traffic to increase its market share, which is at least three times higher than its nearest competitor. Currently, cab aggregators have a share of 5 per cent of this market. By opening kiosks in about 100 cities, Ola also expects to connect to another 200 towns and cities. As per Ola's initial discussions with the Railways, the company may have to pay royalty or a fee to open kiosks. Passengers can use the offline services to book cabs or auto rickshaws without using the app on their mobile phone. Ola is also looking at setting up designated spots around railways stations to park its cabs.

What are the factors that Ola should consider while choosing a location for their physical store?

10 marks

Q3. There is a story that a large supermarket chain, usually Walmart did an analysis of customers' buying habits and found a statistically significant correlation between purchases of beer and purchases of nappies (diapers in the US). It was theorized that the reason for this was that fathers were stopping off at Wal-Mart to buy nappies for their babies, and since they could no longer go down to the pub as often, would buy beer as well.

Discuss market basket Analysis? How can companies gain shoppers Insight using market basket analysis? As a result of the above finding, what should Walmart do for resulting in increased sales of both? 10 marks

Q4. Future Group, Spencer's Retail, Lifestyle & More betting big on their brands: Big retailers may have stumbled upon a huge opportunity in their tug-of-war with big brands: their own super brands. Private labels, or brands owned by retailers themselves are fast turning into solid brands, without big advertising campaigns and marketing activities. Research shows that customers have started to trust the retailer's brands," says Mohit Kampani, VP, merchandising, food & FMCG, at Spencer's Retail, which sells most food and grocery items under its Spencer's Smart Choice label. From diapers, to food, to household items, to consumer goods, private labels are omnipresent in modern retail stores. "Customers have started to understand that organized retailers have their checks and balances and sell only the best products," says Mr. Chawla who heads a 35-member team working on private brands such as Tasty Treat. Future Group recently launched a differentiated community food brand, Ektaa, to retail staples and foods category based on cultural and geographical considerations. For Lifestyle International, an apparel-to-furniture chain of the Dubai-based Landmark group, private labels contribute a quarter of its sales, says company MD Kabir Lumba. But these retailers are not eating national brands but they are expanding the market

Discuss the benefits and challenges of Private label of Future Group, Spencer's Retail, and Lifestyle versus National Brands as per the above context? 10 marks

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