



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (M/SM)
5th TRIMESTER (Batch 2020-22)
End Term Examinations, January 2022.

Course Name	Retail Store Operation	Course Code	MKT 506
Max. Time	2 Hrs	Max. Marks	40

Instructions: Attempt all Questions #Permitted plagiarism allowed as per policy.

Q1. You are appointed at a reputed company's flagship store as Store Manager. Store size is around 5000sq ft and has 3 sides open entry. Due to this type of 3 gates opening entry in centre, left and right side there has been few cases of theft, shoplifting and burglary as well as robbery in past. You have been given charge by company to minimize the incidents of theft and pilferage. Since it is a big flagship store you have been provided with ample number of sales staff and security staff to take care of sales, customer service and prevent losses in store.

As a store manager propose the solution for following situations if it arises?

- a. Formulate security process you will implement in store to minimize shoplifting & thefts? (5)
- b. Elaborate how will you react in case of bomb threat or any hoax call? (5)

Q 2. You are appointed as ASM in a Retail organization and have to handle over 20 stores in Delhi/NCR. Your profile and KRAs is well defined and duties include 1. Appointment of Store managers 2. Managing all the stores efficiently on all fronts. 3. Increase the sales & profits of company. As an ASM--

- 1. Design the KRA's you will give to your Store managers. (4)
- 2. Formulate key steps you will implement to bring growth in sales @stores? (3)
- 3. Design the process how will you motivate your store team & what policies you will adopt for store staff to motivate them? (3)

Q3. There is a big MNC company with over 6200 retail locations with over 50000 workstations. This company handles millions of transactions daily. Company is looking for technological upgradation of front office operation for their retail customer services. However company was experiencing 60% turnover rate in customer service staff. In addition executive management expressed concern with the lack of consistent procedures, no training and huge overhead expenses.

“How can company serve more customer effectively, reduce costs and retain value employees.

- 1. Elaborate how technology plays a vital role in retail operations? (5)
- 2. Formulate solutions to the problems the company is facing? (5)

Q4. CASE STUDY (10)

K Mart one of the leading retail company which focuses majorly on Groceries and Fashion merchandising believes that merchandizing brings together the understanding of consumer behaviour with product strategy and Operational Implementation excellence with so many channels and choices for consumers in today's time. This focal point brings together both internal considerations such as Vendors relationships with with external ones such as matching Assortment profiles to various customer segment and locations. Answer the following on the basis of above case?

- a. As a merchandiser discuss how would you select the right ways to present, position and adjust your merchandise offerings? (5)
- b. Discuss how would you align your retail strategy with Vendors and how would you manage their expectations? (5)