Set 2

Course Name	Retail Marketing	Course Code	MKT 503
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: **Attempt all the questions. All questions carry 10 marks.**
Overall Permitted Plagiarism is 10%, Penalty Clause: 11-20 % - Minus 5 Marks, above 20% - No Evaluation/Reappear Exam.

Q1. While planning for marketing spend, or formulating a new promotion, retail marketers need to be careful about how they segment and target customers. It would be a waste of marketing spend if, for example, an ad campaign is targeted to all the thousands of your customers. Such an untargeted marketing promotion is unlikely to have a high conversion rate and may even hurt your brand value. Retailers now use sophisticated techniques to segment their customers and target their marketing efforts to these segments. RFM analysis is one such popular customer segmentation technique that can help retailers maximize the return on their marketing investments. Explain RFM Analysis? On what three factors the customers score is based on. How RFM Analysis can help Retail companies?

Q2. 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.

Q3. Everyday Low Pricing may not be the best strategy for Supermarkets. Explain the pros and cons of everyday low pricing vs high Low pricing to a retailer?

Q4. . Identify the store layouts below and discuss the advantages and disadvantages of both the layouts.

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