



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2016-18)
END TERM EXAMINATIONS, January 2018

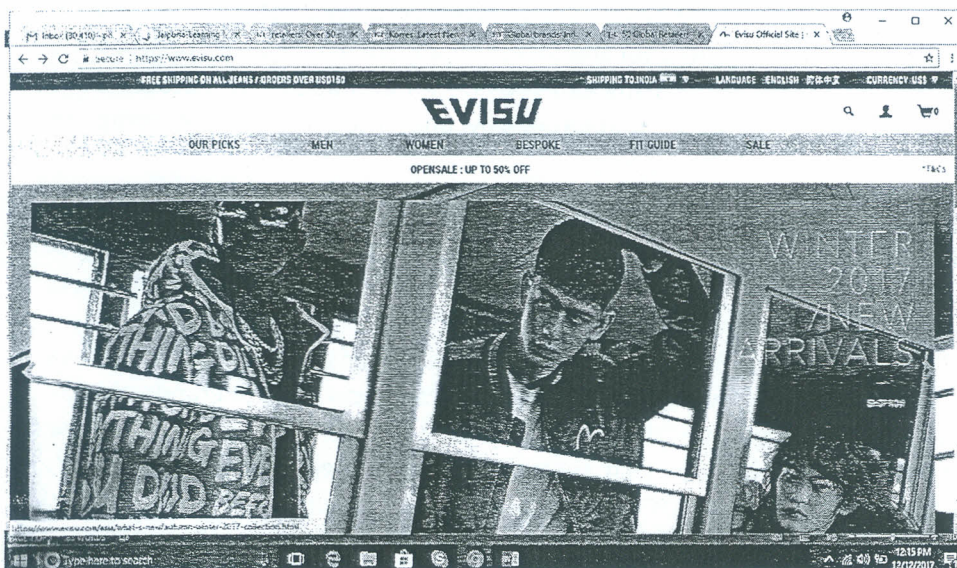
Course Name	Retail Marketing	Course Code	MKT 508
Max. Time	2 hours	Max. Marks	40

Instructions: Answer the following questions.

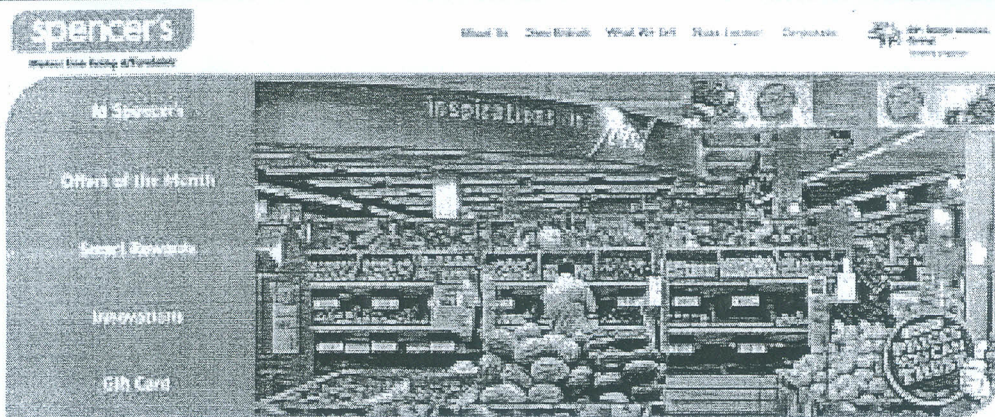
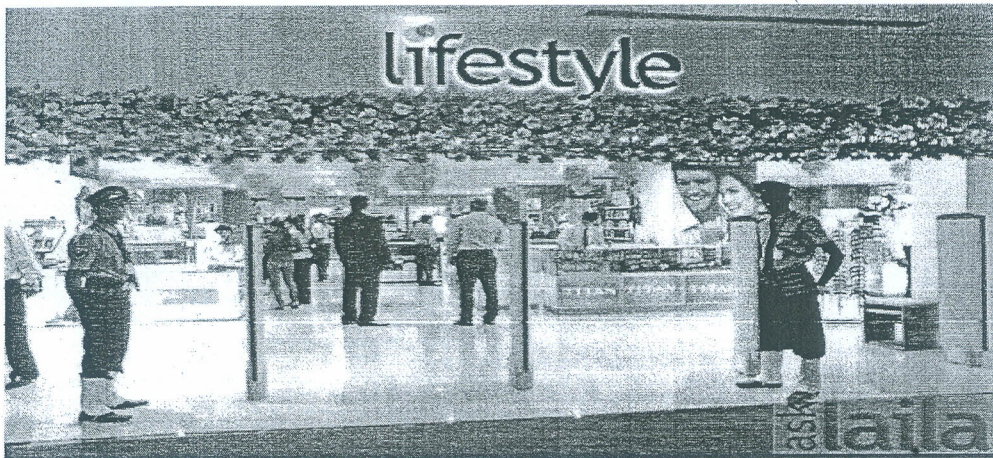
Q1. More than 50 mid-rung global retailers are planning to enter India within the next six months, according to data compiled by Franchise India that has tied up with them for their launches, with their eye mostly on smaller, untapped markets within the country. The premium Japanese iconic denim brand Evisu, is to open its store in India. The store will be given a Japanese touch with films from Japan being filmed and the option to buyers to personalize their jeans by hand painting. Evisu or Evisu Genes is a Japanese designer clothing company that specializes in producing denim wear through traditional, labor-intensive methods. The brands are looking to tap into the country's expanding economy and booming consumption which are backed by a growing urban population and a middle class with rising standard of living.

If you are appointed the store in charge, what all would be your prime focus areas for successful visual merchandising of the store.

8 marks



Q2. Identify the store layouts adopted by the following stores. Discuss the advantages and disadvantages of both the layouts. 4+4=8 marks



Q3. It is known that customers who buy a sweater and casual pants from a certain mail-order catalog have a propensity toward buying a jacket from the same catalog, sales of jackets can be increased by having the telephone representatives describe and offer the jacket to anyone who calls in to order the sweater and pants. Still better, the catalogue company can provide an additional 5% discount on a package containing the sweater, pants, and jacket simultaneously and promote well the complete package. The dollar amount of sales is guaranteed to go up.

What is market basket Analysis? How can companies gain shoppers Insight using market basket analysis? As a result of the above finding, what should retailers do for resulting in increased sales of both? 2+2+4=8 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? 8 marks

Q5. Target the second-largest discount store retailer could ensure the availability of toaster ovens and other merchandising by keeping large number of units in the stores all the times. But stocking a large number of each stock keeping unit (SKU) would require much more space to store the items and significant investment in additional inventory. The challenge for retailers is to limit its inventory and space investment but still make sure products are always available when customers want them. Today retailers are increasingly taking a leadership role in managing their respective supply chains.

How retailers can create strategic advantage through supply chain management and information systems. Answer with relevant examples. 8 marks

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