JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2021-23)
END TERM EXAMINATIONS, FEBRUARY 2023
Set A

Course Name	Retail Marketing	Course Code	MKT 20126
Max. Time	2 Hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all the questions. Each question carries 10 Marks

Q1. Victoria's Secret opens new store in Delhi

Lingerie, fashion, and lifestyle brand Victoria's Secret has opened its doors in New Delhi in Ambience Mall in the city's Vasant Kunj district. The store is the US-based brand's second in India following its recent opening in Mumbai. The new Victoria's Secret store retails a wide range of lingerie, beauty products, fragrances, lounge wear, and accessories among other goods, India Retailing reported. The store also carries the brand's 'Pink' line of athleisure products. Bollywood celebrity Sonam Kapoor also attended the store and showed her support for the new launch. "Thank you for having me at Delhi's first Victoria Secret store at Ambience Mall, Vasant Kunj," Sonam Kapoor posted on Facebook on Saturday, sharing photos wearing an ensemble which included lingerie by the brand. Designed with the brand's 'store of the future' retail concept, the outlet is designed to offer a modern and effortless shopping experience. Before opening in a permanent location in Delhi, the brand had opened a pop-up store in the same mall to give shoppers a taste of what was to come. Interactive features in the new store include personalized, one-on-one, complimentary fitting appointments with trained staff and a dedicated fragrance segment. The store is one of Victoria's Secret's network of over 1,350 exclusive brand outlets across the world.

https://in.fashionnetwork.com/news/Victoria-s-secret-opens-new-store-in-delhi,1469677.html

List the factors that Retailers consider when evaluating the area? Explain how would Victoria's secret determine the trade area for its store?   5+5 marks

Q2.
There is a story that a large supermarket chain, used the data mining to analyze local buying patterns. They discovered that when men bought diapers on Thursdays and Saturdays, they also tended to buy beer. Further analysis showed that these shoppers typically did their weekly grocery shopping on Saturdays. On Thursdays, however, they only bought a few items. The retailer concluded that they purchased the beer to have it available for the upcoming weekend. The grocery chain could use this newly discovered information in various ways to increase revenue.

Explain market basket Analysis? Discuss how Walmart would gain shoppers Insight using market basket analysis?   5+5 marks

Q3 a. With the dynamics of a constantly changing consumer behavior today, private labels are gaining traction in online and offline channels. KPMG study reveals that early entry into private labels have driven higher share of private label sales and growth for category-focused platforms. Further, the report also highlights the role of online private labels impacting profitability and how online private labels have helped foster customer retention. Explain the benefits and challenges of Private label versus National Brands as per the above context?

b. Consumers over the years have become more and more conscious of their environmental footprint, and are now expecting retailers to adopt the same mindset. This growing responsibility has forced retailers to rethink how they produce and deliver their products, a term is now known as Green Retailing.
Explain why retailers should adopt this strategy and list the green retail strategies that can Involve the entire retail chain with specific examples. 5+5 marks

Q4. Identify the store layouts below and Explain the retail strategy mix for both the retail formats. 5+5 marks

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