



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

Set B

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

Instructions: Answer the following questions.

Q1. Spencer's Retail is set to launch its private label brand in apparel, 2BMe, in order to improve margins and turn profitable on a net level while it prepares to get listed. Discuss the benefits and challenges of Private label of Spencer's Retail versus National Brands as per the above context? 8 marks

Q2. Tanishq is a division of Titan India Ltd, India's largest watch maker. It is India's only fine jewellery brand with a national presence and a leader in branded jewelry. Tanishq is sold through company owned retail chain with over 100 stores spread over 50 cities. This network is supplied and supported by over 35 C&F agents. Tanishq had to increase visibility along the supply chain, C&Fs across country. Tanishq picked Wipro India's premier IT solution company to put together solution. Wipro developed a web solution GOLDMINE to facilitate the flow of information between various distribution centers. Goldmine offers platform for the sales management, and to monitor key activities and parameters along the distribution chain. It also serves as an integration platform to pull together existing information in the company such as SAP/ORACLE, Dos based point of sale systems.

Please answer following questions on the basis of above case:-

- What challenges are addressed by Wipro on supply Channel management issues?
- How it helps in Transportation issues and Indenting and Order status? 4+4=8 marks

Q3. When a customer goes shopping, it is the façade of the store that makes a customer decide whether to enter or not. It is the front Signage that creates a lasting impression in customers mind. A combination of elements such as Design and Ambience, product and service offerings too help form an image of store. The "retail Identity" impacts customers to a large extent. The façade of Harrods, Marks& Spencer, Adidas and WOODLAND is instantly identifiable because of distinctive architecture. In creating an identity for the signage, a retailer has to ask himself these questions:-

- What does façade tell my customers? Does it have created identity which set it apart from others in category?
- Is the façade in tune with the understanding of the target profile of customers? 4+4=8 marks

Q4. Customer Relationship Management (CRM) in retail isn't a new concept, but it's one that could help retailers win the battle for sales in these competitive times. Tesco introduced their loyalty Club card in 1995, collecting data on shoppers and using the information to personalize discounts and rewards. Fast forward 21 years and the majority of retailers offer some kind of reward or loyalty program with Marks & Spencer being the latest to launch their Sparks card, a new 'Members Club' which includes bespoke offers and priority access to sales for those that sign up. What is the role of Technology in CRM? How CRM does benefits retailers? 4+4=8 marks

Q5. Designer-wear brand Ritu Kumar, known for its traditional and bridal clothing, is trying to bring its casual-wear sub-brand Label under the spotlight by expanding the product offering and increasing the marketing spends. In 2016, the company increased its advertising budget to 5-7% of its revenues, up from less than 3% in 2015. They are focusing on digital video campaigns to promote their line. Critically analyze their strategy, keeping in mind both long term and short term effects of such a move. 8 marks

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