

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2022-24)
END TERM EXAMINATIONS, JANUARY 2024
SET 1

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

INSTRUCTIONS: Answer all the following questions.

Q1. Identify the store layouts below and discuss the advantages and disadvantages of both the layouts.



5+5 = 10 Marks

Q2. There is a story that a large supermarket chain, did an analysis of customers' buying habits and found a statistically significant correlation between purchases of frozen pizza, Milk, Cola, Potato chips and Pretzels.

Look into the data sheet below:

	Frozen Pizza	Milk	Cola	Potato Chips	Pretzels
Frozen Pizza	2	1	2	0	0
Milk	1	3	1	1	1
Cola	2	1	3	0	1
Potato Chips	0	1	0	1	0
Pretzels	0	1	1	0	2

Explain market basket Analysis? Assess how can companies gain shoppers Insight using market basket analysis? As a result of the above finding, what should this company do for resulting in increased sales of all?

4+4+4= 12 Marks

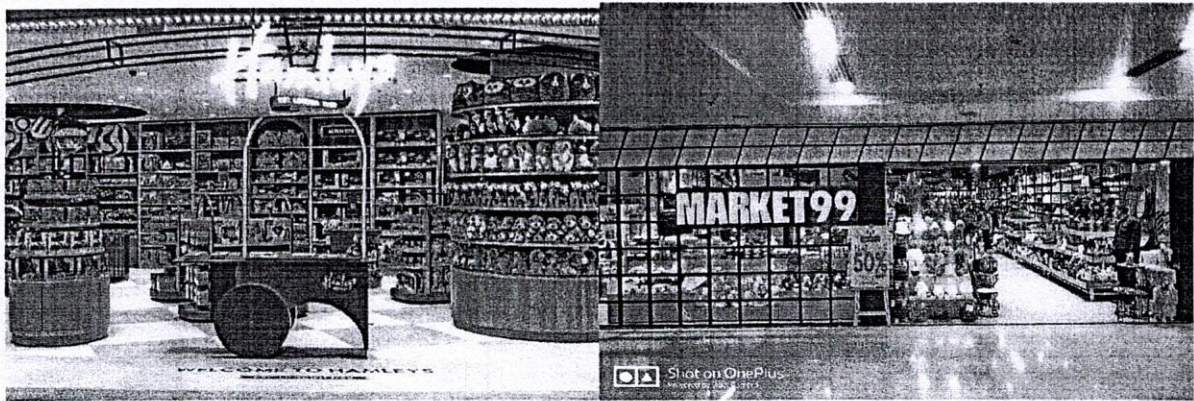
Q3. A drugstore is considering opening a new location at shopping centre A, with hopes of capturing sales from a new neighbourhood under construction. Two nearby shopping centers, B and C, will provide competition. Explain Huffs Gravity Model. Using the following information and the Huff gravity model, determine the probability that residents of the new neighbourhood will shop at shopping centre A:

Shoppinf Centre	Size (000' Sq Ft.	Distance from new Neighbourhood (Miles)
A	3500	4
B	1500	5
C	300	3

Assume that b is 2

8 Marks

Q4. Identify the type of retailers depicted in this image below? Compare and contrast the retail strategy mix (*Location, Merchandise, Price, Atmosphere and service, promotion*) of both these retailers.



5+5=10 Marks

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