



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FIFTH TRIMESTER (Batch 2023-25)**  
**END TERM EXAMINATIONS, JANUARY 2025**  
**REAPPEAR EXAM**

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

**INSTRUCTIONS: Answer all the following questions.**

1. V-Mart, a valued fashion retailer, is planning to expand its operations in Uttar Pradesh. The company aims to open a new store and is considering two potential locations: **Location X**, in a densely populated semi-urban area, and **Location Y**, in a developing urban township. To make an informed decision, the management is leveraging Huff's Gravity Model and customer segmentation to analyze customer preferences and behaviors.

**Data for the Locations:**

**Location X:**

- Store Size (Attractiveness Factor): 6,000 sq. ft.
- Distance from the target residential areas: 3 km
- Distance from the nearest competitor: 2 km

**Location Y:**

- Store Size (Attractiveness Factor): 10,000 sq. ft.
- Distance from the target residential areas: 6 km
- Distance from the nearest competitor: 3 km

**Customer Segments:**

The following customer segments are relevant to V-Mart's target audience:

| Segment Name    | Description   | Key Preferences                                       | Percentage of Market |
|-----------------|---|---|----------------------|
| Value Seekers   | Price-conscious shoppers seeking affordable and quality products. | Discounts, proximity, and basic product availability. | 40%                  |
| Trend Followers | Young individuals focused on fashionable and trendy items.        | Large store size, variety, and trendy clothing.       | 25%                  |

| Segment Name               | Description  | Key Preferences                                   | Percentage of Market |
|----------------------------|--|---|----------------------|
| <b>Occasional Shoppers</b> | Customers who shop only during sales or for special occasions.                 | Sale events and promotional offers.               | 20%                  |
| <b>Loyal Families</b>      | Regular shoppers looking for convenience and a consistent shopping experience. | Proximity, family-oriented products, and rewards. | 15%                  |

**Additional Considerations:**

- Location X is closer to Value Seekers and Loyal Families due to its proximity to established residential areas.
- Location Y appeals to Trend Followers and Occasional Shoppers because of its larger store size and higher growth potential.

Answer the following questions:

- Based on the given customer segments, analyze which segments are more likely to prefer Location X and Location Y. Explain your reasoning.
  - Considering the customer segment analysis and other location factors, recommend which location V-Mart should choose. Provide a detailed justification for your recommendation. (5+5= 10 marks)
2. IKEA has recently opened its store in Noida, introducing its globally recognized concept of affordable, ready-to-assemble furniture and home accessories. The store features a sprawling layout, interactive room displays, and a dedicated restaurant offering Swedish cuisine. With competition from local and international brands, IKEA aims to establish itself as a go-to destination for home furnishings in the region.
- As a retail consultant for IKEA Noida, evaluate how the brand can optimize its retail mix to cater to the local market's preferences and enhance its competitive edge. Provide specific recommendations for each element of the retail mix to ensure a successful market entry and sustained growth." (5+5= 10 marks)
3. Shakti Super Mart is a retail chain in India known for selling groceries, personal care items, and packaged foods. The management wants to set the price for a new product, Organic Jaggery, using the marginal pricing method to remain competitive while ensuring profitability. The following data is provided for the product:
- Cost price per kg: ₹150
  - Overhead costs per kg (transportation, storage, electricity, etc.): ₹30



- Desired profit margin: 20%

Additionally, the market research team has observed the following:

- A competitor is selling Organic Jaggery at ₹195 per kg.
- Customers in this segment are price-sensitive but value organic certifications and packaging quality.
- Offering discounts and bundling products (e.g., jaggery with organic tea or millet) could attract more buyers.

Answer the following questions:

- Calculate the selling price of Organic Jaggery per kg using the marginal pricing method with a 20% profit margin. Compare the price with the competitor and discuss how this pricing could affect Shakti Super Mart's profits and customer perception.
  - "Evaluate two alternative pricing strategies that Shakti Super Mart could adopt to maximize sales of Organic Jaggery. For each strategy, provide its potential advantages and challenges." (5+5=10 marks)
4. Identify the store layouts below and discuss the advantages and disadvantages of both the layouts.
- a)



b)



(5+5 = 10 marks)

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