

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (SM)

4th TRIMESTER (Batch 2016-18)

Mid Term Examinations, August 2018

Course Name	Retail Store Management	Course Code	MKT S 413
Max. Time	1 Hrs	Max. Marks	20

Instructions: Attempt All Questions

1. If you are appointed a RSM in a company dealing in Footwear, Apparel & Accessories, how will you evaluate the performance of a Flagship Store which you are to open soon.

What are the major aspects of Retailing you will look into and apply GMROI/GMROF and GMROL formulas to bring the profitability for the store?

Show your calculations separately and prove that store will be profitable. (6)

2. Kids Toys is a toy manufacturer and retail company. They are in business for over 2 decades. Their manufacturing facility is in Pune but shops are spread over all India in all Metro towns. Over a few years competitors have captured market and has created problems for Kids Toys. Some problems faced are following:-
 - a) There is massive footfalls during festival seasons but the staff of stores are opening their stores not on time and loose initial customer flow.
 - b) New companies have brought new fashion or cult toys while this company still works on Core items resulting in pile of many stocks which are slow movers now.
 - c) Company depends on transportation on outsourced fleet which sometimes in season are not available or charge more.
 - d) Marketing and promotional costs are high and when they stop it sales drop drastically.

Suggest what will you do if appointed GM to get out of the mess?? (8)

3. Please answer the questions given at the end of the case study.....

You have been appointed a Store Manager at a very prestigious Brand Flagship Store to totally change the atmosphere, systems, staff, merchandise plan, VM etc to bring the glory back to the store as it has started losing customers for various reasons. What changes will you bring in the store to become

1. More Customer Friendly
2. More attractive to Youngsters
3. Bring More Efficiencies to make it Profitable

(6)