



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM (SM)**  
**4th TRIMESTER (Batch 2016-18)**  
**End Term Examinations, October 2018**

Course Name	Retail Store Management	Course Code	MKT S 413
Max. Time	2 Hrs	Max. Marks	40

***Instructions: Attempt all Questions***

Q1. You are appointed at a reputed company's flagship store as Store Manager. Store size is around 5000sq ft and has 3 sides open entry. Due to this type of 3 gates opening entry in centre, left and right side there has been few cases of theft, shoplifting and burglary as well as robbery in past. You have been given charge by company to minimize the incidents of theft and pilferage. Since it is a big flagship store you have been provided with ample number of sales staff and security staff to take care of sales, customer service and prevent losses in store. As a store manager how will you handle following situations if it arises?

- a. What security process will you implement in store to minimize shoplifting & thefts? (3)
- b. In case of attempted robbery how will you react during robbery and after robbery? (3)
- c. How will you react in case of bomb threat or any hoax call? (3)

Q2. You are appointed as ASM in a Retail organisation and have to handle over 20 stores in Delhi/NCR. Your profile and KRAs is well defined and duties include 1. Appointment of Store managers 2. Managing all the stores efficiently on all fronts. 3. Increase the sales & profits of company. As an ASM--

1. What KRA's you will give to your Store managers. (3)
2. What key steps you will implement to bring growth in sales @stores? (3)
3. What key areas you will focus on to bring profitability to stores? (3)
4. How will you motivate your store team & what policies you will adopt for store staff to motivate them? (3)

Q3. There is a big MNC company with over 6200 retail locations with over 50000 workstations. This company handles millions of transactions daily. Company is looking for technological upgradation of front office operation for their retail customer services. However company was experiencing 60% turnover rate in customer service staff. In addition executive management expressed concern with the lack of consistent procedures, no training and huge overhead expenses.

“How can company serve more customer effectively, reduce costs and retain value employees.”

1. You as a Consultant give your suggestion for the problem. (3)
2. Do you think technology plays a vital role in retail operations? (3)
3. Suggest solutions to the problems the company is facing? (3)

Q4. CASE STUDY (10)

K Mart one of the leading retail company which focuses majorly on Groceries and Fashion merchandising believes that merchandizing brings together the understanding of consumer behaviour with product strategy and Operational Implementation excellence with so many channels and choices for consumers in today's time. This focal point brings together both internal considerations such as Vendors relationships with with external ones such as matching Assortment profiles to various customer segment and locations. Answer the following on the basis of above case?

- a. As a Merchandiser how would you select the right ways to present, position and adjust your merchandise offerings? (3)
- b. How would you align your retail strategy with Vendors and how would you manage their expectations? (3)
- c. What are the right products presented in Right Way with Right Pricing that meets customer's demand? (4)