

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (M) / PGDM (SM)**

**5<sup>th</sup> TRIMESTER (Batch 2017-19)**

**End Term Examinations, January 2019**

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

**Instructions:** Attempt 4 questions. All Questions carry 10 marks each

1- Identify the store layouts adopted by the following stores. Discuss the advantages and disadvantages of both the layouts.

10



## 2.ARCHIES GALLERIES—Creating a large Franchisee Network

Archies was set up in 1979 as a partnership firm to carry out the business of marketing posters and Greeting Cards. Company pioneered the concept of branded retailing in India. First Exclusive store was opened in 1987 and in 1990 it was converted into Archies Greetings & Gifts Pvt Ltd and became Public Ltd Company in 1995. Today Archies is market leader in gifts and greetings business.



Subsequently Archies started getting queries from retailers who wanted to sell their products and company got feedback about the demand for greeting cards and began to deal with them. After opening few own stores, company started Franchisee stores. They created their own model suitable for Indian conditions and gave Franchisee rights to retailers to convert their stores into Archies franchise stores across india. Today they have over 400 stores apart from many branch offices and many distributors across the country. Archies success was due to innovative products that were price sensitive and of good quality. They did retail branding and created national network. Please answer following issues on Franchising in India?

- a) What in your opinion are the reasons for an Entrepreneur getting into franchise business? 5
- b) What are different franchise models that can work in India? 5

### 3. The Store Façade:-

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:--

- a) What does façade tell my customers?
- b) Does it have distinct identity?
- c) Does it have created identity which set it apart from others in category?

Nike is an ideal example of creating its identity. Nike swoosh and its “Just Do It” slogan have become so synonymous with the brand that its retail stores even in India can sport just the “swoosh” in the signage for customers to identify. Similarly McDonalds is also another example of strong identity that customers recognize from far off distance. Even “M” of McDonald is recognized by customers .

Answer following questions based on the above case study:-

- 1) What factors should retail store consider while designing the store façade? 4
- 2) Discuss importance of the store façade identity in retail business? 3
- 3) What should the retail stores in India do to create the store façade identity for themselves 3

4.What is the role of Technology in CRM? How does CRM benefits retailers? 5

Explain the role of CRM in retailing loyal customers as life long customers ?Give an example of top retailers who has benefited and how ? 5

*Best of luck!!! ☺*