

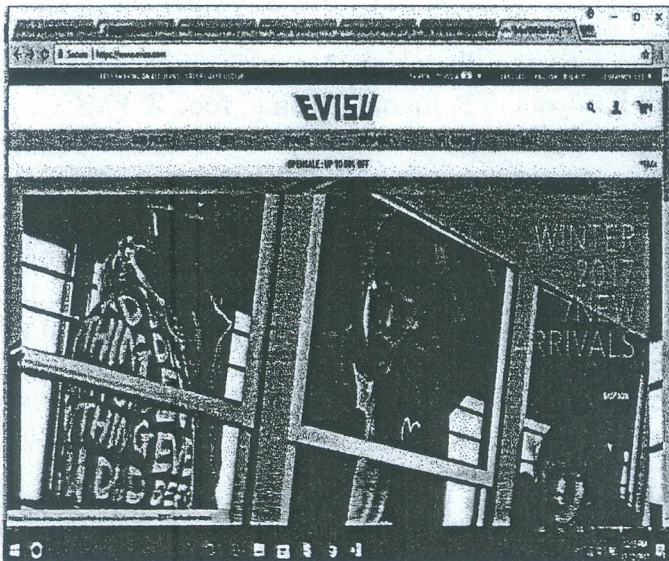
JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2017-19)
END TERM EXAMINATIONS, January 2019

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

Instructions: Answer the following questions.

Q1. More than 50 mid-rung global retailers are planning to enter India within the next six months, according to data compiled by Franchise India that has tied up with them for their launches, with their eye mostly on smaller, untapped markets within the country. The premium Japanese Iconic denim brand Evisu, is to open its store in India. The store will be given a Japanese touch with films from Japan being filmed and the option to buyers to personalize their jeans by hand painting. Evisu or Evisu Genes is a Japanese designer clothing company that specializes in producing denim wear through traditional, labor-intensive methods. The brands are looking to tap into the country's expanding economy and booming consumption which are backed by a growing urban population and a middle class with rising standard of living.

If you are appointed the store in charge, what all would be your prime focus areas for successful visual merchandising of the store. (10 Marks)



Q2. Tanishq is a division of Titan Ind Ltd, India's largest watch maker. It is India's only fine jewellery brand with a national presence and a leader in branded jewellery. Tanishq is sold through company owned retail chain with over 100 stores spread over 50 cities. This network is supplied and supported by over 35 C&F agents. Tanishq had to increase visibility along the supply chain, C&Fs across country. Tanishq picked Wipro India's premier IT solution company to put together solution. Wipro developed a web solution GOLDMINE to facilitate the flow of information between various distribution centres. Goldmine offers platform for the sales management, and to monitor key activities and parameters along the distribution chain. It also serves as an integration platform to pull together existing information in the company such as SAP/ORACLE, Dos based point of sale systems.

Please answer following questions on the basis of above case:-

- a) What challenges are addressed by Wipro on supply Channel management issues? (4 Marks)
- b) How it helps in Transportation issues? (3 Marks)
- c) How it helps company in Indenting and Order status? (3 Marks)

Q3. It is known that customers who buy a sweater and casual pants from a certain mail-order catalog have a propensity toward buying a jacket from the same catalog, sales of jackets can be increased by having the telephone representatives describe and offer the jacket to anyone who calls in to order the sweater and pants. Still better, the catalogue company can provide an additional 5% discount on a package containing the sweater, pants, and jacket simultaneously and promote well the complete package. The dollar amount of sales is guaranteed to go up.

What is market basket Analysis? How can companies gain shoppers Insight using market basket analysis? As a result of the above finding, what should retailers do for resulting in increased sales of both? (10 Marks)

Q4. Future Group, Spencer's Retail, Lifestyle & More betting big on their brands: Big retailers may have stumbled upon a huge opportunity in their tug-of-war with big brands: their own super brands. Private labels, or brands owned by retailers themselves are fast turning into solid brands, without big advertising campaigns and marketing activities. Research shows that customers have started to trust the retailer's brands," says Mohit Kampani, VP, merchandising, food & FMCG, at Spencer's Retail, which sells most food and grocery items under its Spencer's Smart Choice label. From diapers, to food, to household items, to consumer goods, private labels are omnipresent in modern retail stores. "Customers have started to understand that organized retailers have their checks and balances and sell only the best products," says Mr. Chawla who heads a 35-member team working on private brands such as Tasty Treat. Future Group recently launched a differentiated community food brand, Ektaa, to retail staples and foods category based on cultural and geographical considerations. For Lifestyle International, an apparel-to-furniture chain of the Dubai-based Landmark group, private labels contribute a quarter of its sales, says company MD Kabir Lumba. But these retailers are not eating national brands but they are expanding the market

Discuss the benefits and challenges of Private label of Future Group, Spencer's Retail, and Lifestyle versus National Brands as per the above context? (10 Marks)
