

PGDM (RM), 2020-22

Retail Luxury

RM-407

Trimester – IV, End-Term Examination: September 2021

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10 Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

Section A

Q1. What do you understand by the term luxury? Explain how the meaning of luxury has evolved over the years? (CILO 1)

Or

Q1. What do you understand by the term 'Democratization of Luxury'? Also, discuss it in context of Indian luxury market. (CILO 1)

Q2. How does a high-end luxury brand in any business grow without losing its exclusivity? (CILO 2)

Or

Q2. Should luxury brands follow standardized branding approach or should this approach be changed considering the unique consumer preferences in Asia? Explain. (CILO 2)

Q3 Explain the different ways of brands extension in luxury market? Provide reasons why you believe the above-described brand extensions are likely to succeed or fail. (CILO 3)

Or

Q3. With your knowledge of luxury retail in developed markets versus emerging markets, explain how there are both similarities and differences between the two luxury markets. (CILO 3)

Section B

Case Study

Link: <https://hbr.org/2017/03/tiffanys-ceo-on-creating-a-sustainable-supply-chain>

Q1. What is meant by the term 'Responsible' or 'Sustainable', particularly from the perspective of the luxury industry? Is sustainability a cost for luxury industry? (CILO1)

Q2. How does Tiffany work to address environmental and human right concerns? What initiatives it can further take to promote sustainability? (CILO1, CILO2, CILO3)