

**PGDM(RM), 2022-24**  
**Retail Concepts and Environment**  
**RM -107**

**Trimester – I, End-Term Examination: September 2022**

Time allowed: 2 Hours  
Max Marks: 40

Roll No: \_\_\_\_\_

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

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 4 questions with internal choices and all COs (Course Outcomes) covered in the Question Paper	4* 5	20
B	Compulsory Case Study	2*10	20
			<b>40</b>

**Section A**

**CO 1**

1 (a) What retailers would be considered intratype competitors for a convenience store chain such as 7-Eleven? What firms would be intertype competitors?

OR

1(b) What are the different types of design that can be used in a store layout? How does this impact the types of fixtures used to display merchandise? Describe why some stores are more suited for a particular type of layout than others

**CO 2**

2 (a) How does the buying decision process differ when shopping on the Internet compared with shopping in a store in terms of locations/sites visited, time spent, brands considered, purchases made and level of satisfaction with the purchase decision?

OR

2 (b) Could a large discounter, such as Walmart, enter another retail format such as convenience stores or department stores in the future? Would they be successful with either strategy? Explain why or why not.

**CO 3**

3(a) A department store is building an addition. The merchandise manager for furniture is trying to convince the vice president to allot this new space to the furniture department. The merchandise manager for men's clothing is also trying to gain space. What points should each manager use when presenting his or her rationale?

OR

3 (b.1) Difference between the cost price of two products is \$10. The difference between the selling price is \$20. If one is sold at 20% profit and the other one is sold at 20% loss, find the cost price of each product.

3(b.2) If goods are purchased for \$ 1500 and one-fifth of them are sold at a loss of 15%. Then at what markup rate should the rest be sold to obtain an overall markup rate of 15%?

#### **CO 4**

4(a) Explain in detail the emerging challenges before the Indian Retailer in the context of global retailing

OR

4 (b) Describe the role of Brand Management in Retail Business

#### **Section B**

##### **CO 2**

India has been the home of Ayurveda. But, until the early nineties, people preferred allopathy. The reason behind this preference was the feeling that allopath gives quick relief and also it has a cure for practically everything. During this course, very little was done to market ayurvedic medicines in India. The market got restricted.

A Himalaya drug has been a key player in ayurvedic medicines in India. But its product never caught the fancy of Indian customers, mainly due to the lack of information and other marketing deficiencies the company, along with the brand name, did specify that the medicines are "proprietary ayurvedic medicines ". The consumers often overlooked the information and the market remained restricted. also, no serious efforts were made to promote brands.

To change the things in his favor to cash in on the so-called "Ayurved fever " the company changed its strategy. Instead of naming its products independently, the company used a brand name viz. "ayurvedic concepts" and started advertising the same. This immediately caught the fancy of the customers and the market started

expanding. One very important aspect stressed by the company was that the company has no side effects.

Questions: -

1. What should the company do to maintain its position in the market? (10)
2. Suggest any two strategies for a successful entry into the global market (10)