



Programme: PGDM (Retail Management)

Batch: 2016-18

Trimester: 1st

PGDM (RM), 2016-18
Retail Concepts & Environment - I
Subject Code RM - 101

Trimester -I, End Term Examination: September 2016.

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as Unfair Means. In case of rough work please use Answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3 \times 5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2 \times 10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A:

1. How do shoppers differ in terms of their orientation towards shopping? How would you use this information in a retail business?
2. Describe role of franchisor and franchisee. Discuss the reasons for the success of franchising in India.
3. Why is it sometimes difficult for a retailer to convey its image to consumers? Give an example of a specialists store retailer with a fuzzy image.
4. Explain the wheel of retailing .Is this theory applicable today? Why or why not with example?

5. The same brand and model of personal computer is sold by specialty computer stores, discount stores, category specialists, online retailers, and warehouse stores. Why would a customer choose one retail format over the other?

Section B:

1. 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 the space. What points should each manager use when presenting his or her rationale?
2. In many malls, quick service food retailers are located together in an area known as food court. What are the advantages and disadvantages of this location for food retailers? What is the new trend for food retailers in the shopping environment?
3. What are the factors that have contributed to the rise of retail in India? Explain the challenge that global retail will face in India?

Section C:

One of the B-School student, has pioneered fresh drinks in several varieties and flavors and started vending it from the canteen of his college which has brought lot of Laurels to him. The drinks are being marketed in prepared term under the Brand Name "**FROOSH**". The student is not sure whether it can be sold in other places, so he has decided to leverage it to other nearby colleges through their canteens.

Looking at the varying nature of the product he is not sure how he should proceed to be successful. It has been suggested to him by his friends to improve the product presentation and set off a chain of outlets in nearby B-schools in a phased manner.

Questions:

- (a) What kind of knowledge of consumer behavior is necessary to be collected to ensure success of retailing of the above product? (5)
- (b) Do you feel that Fresh Drinks retail chain be limited to few B-School only? Justify your answer. (4)
- (c) What type of Promoter and Communication - mix you suggest to motivate the customer towards the product? (6)