

PGDGM, 2015-17

Retail Operations & Environment - I

Subject Code: RM-103

Trimester - I, End Term Examination, September 2015.

Time allowed: 2 hrs. 30 min.

Max Marks: 50



Roll No. \_\_\_\_\_

Students are required to write Roll No. on every page of the question paper, wherever applicable, except the Roll No. will be treated as unfair means, in case of rough work.

## Programme: PGDM (Retail Management)

Batch: 2015-17

Trimester: 1<sup>st</sup>

1. Identify & advantages of retail and a market to service to target or consumers? Give an example of a product that you like with a four-point.
2. The degree of customer loyalty is an important. Why are these important for a retail market?
3. Choose a retail company, identify its market, and explain how it can compete against its competitors.
4. Name the retail sector profit is high and is or close to its market share. If you were an entrepreneur, what would you want to know about the location of a business? How do you think you would employ and manage them? What else would you want to know about the location?

PGDRM, 2015-17

Retail Concepts & Environment- I

Subject Code RM-101

Trimester -1, End Term Examination: September 2015.

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
		<b>Total Marks</b>	<b>50</b>

**Section A:**

1. 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.
2. Distinguish between variety and assortment. Why are these important elements of retail market structure?
3. Choose a small, independent retailer, and explain how it can compete against a large retail chain?
4. Some specialty stores prefer to locate next to or close to an anchor store. If you were considering to open a specialty store what would you want to know about the location in terms of traffic, population, income, employment and competition? What else would need to be researched about a potential location?

5. Is the theory of Wheel of retailing applicable today? Why or why not with example?

**Section B:**

1. Enumerate the process of trade area analysis. Describe the importance of traffic pattern and competition in detail?
2. 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?
3. Do you think non store retailing will continue to grow faster than store-based retailing? Explain your answer.

**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)