

PGDM-RM, 2014-16

Retail Concepts & Environment -1

RM-101

Trimester – I, End-Term Examination: September 2014

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*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		<b>Total Marks</b>	<b>50</b>

Section A

1. One of the fastest growing sectors of the population is the over-60 age group. But these customers may have limitations in their vision, hearing, and movement. How can retailers develop store designs with the older population's needs in mind?
2. 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.
3. What is the difference between buyer and consumer? Explain the personal factors influencing retail consumer behavior?
4. Briefly explain the importance of better brand decision to build up its company image at global level?

5. From a personal perspective, how does retailing rate as a potential career compared with others you are considering?

### **Section B**

1. What are the factors that have contributed to the rise of retail in India? Explain the challenge that global retail will face in India?
2. Do you think non store retailing will continue to grow faster than store-based retailing? Explain your answer.
3. What information should a department store gather before adding a new women's apparel brand to its product mix?

### **Section C**

An IIM – Ahmadabad student has pioneered a tea in several varieties and flavors and started vending it from the canteen of IIM – A which has brought lot of Laurels to her. The tea is being marketed in prepared term under the Brand Name "*Refreshing Magic.*" The student is not sure whether it can be sold in other places, so she has decided to leverage it to other IIMs through their canteens.

Looking at the vary nature of the product she is not sure how she should proceed so as to be Successful. It has been suggested to her by her friends to improve the product presentation and set off a chain of tea outlets in IIMs in a phased manner

#### ***Questions:***

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