

PGDM 2016-18

Retail Marketing

DM-534

Trimester -V, End-Term Examination: December 2017

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. All other instructions on the reverse of Admit Card should be followed meticulously.

Calculators are allowed.

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

15 Marks

Word limit for each question is 250 words.

- A1. Which role of a retailer is more critical and why?
- A2. In terms of the characteristics of product portfolio offered, outline how specialty stores are able to carve a different image with respect to other type of stores?
- A3. How location planning is different for a department store versus a supermarket?
- A4. On what basis store design is planned? Discuss using an example of a discounted fashion store?
- A5. EDLP means the lowest price. Comment with an example.

Section B

20 Marks

Word limit for each question is 500 words. Answer all the parts

B1.

- a. How is Omni-channel retailing is different from a Multi-channel retailing? Discuss with specific focus on the strategic aspect. Which one is more beneficial and why?
- b. What challenges would an apparel retailer be facing in case they deploy digital mirrors in the fitting rooms?

B2.

- a. Two stores viz., X and Y are located at a distance of 6 mins and 7 mins from a residential block from where they generate sales of Rs. 990000 and Rs. 1190000 respectively. The stores are selling staples and other daily need items. A new store Z with similar offerings is opened recently but it is at a distance of 9 minutes from the residential block. What would be the sales of store X and Y after the new store Z has opened? Consider the store sizes for A, B and C as 270 sqft, 360 sqft and 450 sqft respectively.
- b. A footwear retailer plans to open separate stores for men and women. How would the store design differ in both the cases?

B3.

- a. What are the limitations of Reilly's Law of Gravitation? In what cases the law finds it application suitable?
- b. Considering a discount store, which in-store promotion tools would be more suitable? Discuss.

Read the case on the following page and answer the questions that follow. Each question carries equal marks

Virtual trial room is a new concepts e-commerce players in India are looking at seriously. Using a web-camera, users are able to click pictures of themselves and then click on a product, which is then fitted on to their bodies. This helps see how to looks on them. Players such as Zovi.com, Lennkart.com and Kingschest.com have introduced this feature. Zovi.com, an online apparel brand, launched the first ever virtual trial room in India. The feature called Zovi.com, an online apparel brand, launched the first ever virtual room in India. The feature called 'Zovi.Eye' Helps buyers make a purchasing decision by letting them view themselves in desired apparel via an interactive web-cam application. This feature simulates offline customers' behaviour of trying out various apparels in front of a mirror: this would help them to overcome their anxiety as to how the apparel featured online would actually look on them.

Lenskart.com, the online eyewear portal, has a virtual mirror which enable customers to 'try on' accessories. Home décor portal Kingschest.com has introduced a virtual application where you can imagine your future room by designing it in simple steps. You can select a room or an exterior from the catalogue of photos in the application, apply colours and products to a variety of surfaces in the photo and share it on social networks.

E-commerce player Myntra.com has launched an in-house application 'Style studio', a virtual dressing room aimed at making online shopping more interactive for shoppers. Through this style studio, customers are able to click pictures of themselves using web-camera, click on a product they want to try and see how it looks on them before making a purchase decision. Mantra's 'Style Studio' will enable customers to mix and match over 2000 products using the virtual dressing room. It also enables the customers to share their look among their friends using the social media like Facebook and Twitter.

Questions

- C1. "Virtual trial rooms would be more of time wastage for the stores due to the option of sharing on social media". Discuss **5 Marks**
- C2. What challenges would the stores mentioned are likely to face due to deployment of virtual trial rooms and their variants? **5 Marks**
- C3. What kind of physical retail stores would be more suitable to use the technological options discussed in the case more effectively? Discuss **5 Marks**