

Trimester – IV, End-Term Examination: September 2018

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

Sections	No. of Questions to attempt	Marks	Marks
A	Answer any 3 out of 5	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	20
		Total Marks	50

Section A

Q1) What actions can be taken by retailers to expand the customer base of their store brands? Explain with a real life example.

Q2) How to manage: a) SB failure , b) brand cannibalization and c) brand rationalization as part of the store brand strategy ? Explain with real life examples.

Q3) In the research paper on “Market basket analysis insights to support category management” by Andres, Luis, Maximo in 2018 comment on the (a) Purpose (b) Design/methodology/approach (c) Findings (d) Research limitations/implications (e) Practical implications

Q4) In the past the retail market was characterized by push (advertisement by the company) and pull (stocking up by the retailer). Why does push and pull technique not work anymore? Give three reasons and explain each with unique and relevant Indian retail examples.

Q5) Pl. fill up the % figures in the shaded blanks

MARGIN MIX COMPARISON					
Convenience model			Hypermarket model		
Dept	Typical Margin (%)	Sales mix(%)	Dept	Typical Margin (%)	Sales mix(%)
COMMISSARY			FMCG FOOD		
FMCG FOOD			FMCG NON FOOD		
FMCG NON FOOD			F&V		
FRESH			GENERAL MERCHANDISE		
GENERAL MERCHANDISE			STAPLES		
INTERNATIONAL			APPARELS		
LIQUOR & TABACCO			LUGGAGE		
ORGANIC			TOYS & SPORTS		
STAPLES					
GRAND TOTAL			GRAND TOTAL		

Section B

Q1. For the given data below for a particular product category; calculate the customer lifetime value over the 5 years for the shaded portions.

Complete CLV(customer lifetime value)	Year					
	0	1	2	3	4	5
Average acquisition cost(Rs)	500					
Average customer revenue(Rs)		500	1000	1500	2000	2500
Average customer costs(Rs)		300	600	900	1200	1500
Average customer profit(Rs)						
Customer retention rate (%)		100%	60%	65%	70%	75%
Cumulative customer retention rate (%)						
Likely customer profit(Rs)						
Discount rate(@10% every year)	1	1.1				
CLV per year(Rs)						
Cumulative CLV(Rs)						