

PGDM & PGDM – IB (2017 – 2019)
Retail Marketing
DM – 536/ IB – 509
Trimester V
End – Term Examination, December 2018

Roll No.: _____

Time allowed: 2 Hrs 30 Min
Max Marks: 50

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	3 out of 5	3*10	30
B	Compulsory Case Study	20	20
		Total Marks	50

Section A (attempt any three)

[10 marks each]

1. Eataly is a renowned retail store known for its slow food philosophy. Prepare a value proposition canvas for Eataly and discuss its unique value proposition and strategic advantage.
2. Briefly discuss any four types of Retail formats classified by Strategic Mix. Give appropriate examples of each type
3. Using the concept of Retail positioning, discuss the positioning of 'Zara' in the Indian marketplace.
4. A men's fashion retailer has a stock of 50 jackets priced at Rs, 2,250 each and were facing a slow turnover. To stimulate its sales, the retailer reduced its price to Rs 1,750 which resulted in sales of 40 jackets in one week. After two weeks the price was further reduced to Rs 1,250 to clear the remaining stock of 10 jackets. Discussing the concept of 'Markdown' in detail, compute the total markdown made by the retailer in this case.
5. Discuss the importance of personalization in retailing and (using examples) how the retailers are leveraging technology to deliver 'hyper-personalized' experiences.

Section B: Case Study

As Mondelez India celebrates 70 years of Joy in India, it evokes nostalgia with the new cadbury Dairy Milk Vintage Box. Year 2018 marks the 70th Anniversary of Mondelez India (formerly

Cadbury India Ltd.) and India's favourite chocolate brand Cadbury Dairy Milk. The company is inviting all chocolate lovers to celebrate this milestone, with the launch of the New Limited Edition Cadbury Dairy Milk Vintage Tin Pack. Now consumers can relive the journey with the launch of this collector's edition box – packaged with fond memories from the decades gone by. The vintage pack contains Cadbury Dairy Milk chocolates packaged with covers from four distinct eras.



Commenting on the milestone and the launch, Anil Viswanathan, Director - Marketing (Chocolates), Mondelez India said, "We look back on our history in India fondly and it is a huge honour to commemorate this special milestone. We thank our teams as well as all our consumers who have supported us over the years and invite everyone to join us in our journey ahead. To celebrate this journey, we are thrilled to launch this beautiful Cadbury Dairy Milk Vintage Box. Consumers can take a trip down the memory lane with these retro pack designs and relive their favourite Cadbury Dairy Milk memories."

Mondelez India has journeyed with India for the past seven decades, bringing new flavors and formats to the discerning chocolate loving consumers. Bringing delicious moments of joy to its consumers, Mondelez India has defined the taste of chocolate for several generations. Cadbury

Dairy Milk, the power brand of Mondelez India has transcended into everyday making its consumers love and trust the brand, becoming synonymous with chocolates for Indians. Speaking on this milestone, Abhishek Ahluwalia, Head of eCommerce, Mondelez India said, "These days, consumers are not just looking at products and services, but at experiences that can create long-lasting memories. We are excited to launch our yet another e-commerce exclusive proposition. On its 70th anniversary, Mondelez India, wishes to connect with the consumers on an emotional level with the help of its limited edition vintage pack. This is our way to thank the consumers who have played such a significant role in Mondelez's journey. The vintage pack is a symbol of its seven decades of consumer love and adulation and the positive leaps it has taken to become India's favourite chocolate brand. We are committed to building on the legacy we've created in the last 70 years with the promise of bringing more moments of joy in the times to come."

In context of the case of, answer the following (cite relevant examples),

- a. Mention the major reasons which, in your opinion, led to Mondelez's decision to launch this limited edition pack. [4]
- b. Briefly discuss how Mondelez can use the principle of Interactive Marketing/ Hyper-personalization/ Consumer Engagement to capitalize on this significant milestone to create a relationship with millennial consumers? [10]
- c. Prepare a brief Social Media Marketing plan to launch this Limited edition. Mention the possible websites, media channels and types of media that you would use. [6]