

PGDM (RM), 2019-21  
Retail Concepts & Environment  
RM -101

Trimester – I, End-Term Examination: September 2019

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	Total Marks
A	Minimum 3 question with internal choices among CILOs	3*10	30
B	Compulsory Case Study	20	20
			50

**Section A**

**1. (A) CILO 1 (Remember)**

- How, in some channels consumers can perform some of the functions better than retailers, wholesalers, and manufacturers in other channels?
- Why is Victoria's Secret vertically integrated while the local department store is not, with advantages and disadvantages?

**OR**

**1.(B) CILO 1 (Remember)**

- What is the difference in the assortments of bicycles provided by Best-Buy and local Bike shop. What is the difference in assortments of body lotion and creams provided by Bath and Body works and V-Mart?
- What are intratype competitors, intertype competitors and how they are affecting environmental trends of retailers?

**2.(A) CILO 2 (Application)**

- (a) How do shoppers differ in terms of their orientation towards shopping? How one can use this information in retail business?
- (b) What are the growth opportunities for Indian retailing? What are the drivers of growth? What are the challenges being faced by Indian retailers?

**OR**

**2(B) CILO 2 (Application)**

- (a) What role shopper plays in consumer buying behavior process and explain the relationship between shopping and other part of buying process?
- (b) How would a retailer develop a good business model in India, with example?

**3 (A) CILO 3 (Understand)**

- (a) How one can differentiate among specialty store, department store and discount store. How consumer decide to choose a particular store for buying business suit, dresses, jeans, computers and electronics?
- (b) What services make convenience store “convenient”.

**OR**

**3 (B) CILO 3 (Understand)**

- (a) In the context of developing economies, where the retail canvas is full of mom- and – pop stores, which format has the maximum chance of success? What parameters would you use to evaluate your options of formats?
- (b) What are the factors that contribute to the success of discount stores despite increasing competition from other formats?

## Section B

### CILO 2 (Application)

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? (7)
- (b) Do you feel that Fresh Drinks retail chain be limited to few B-School only? Justify your answer. (6)
- (c) What type of Promoter and Communication - mix you suggest to motivate the customer towards the product? (7)