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PGDM (RM)  
Retail Store Management

RM - 201

Trimester – II, End-Term Examination: December 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)**

What are the primary functions of retailing? “Retailers need to decide on the merchandise to offer by engaging in the sorting process assembling a range of goods and services from a variety of suppliers”. Elucidate.

OR

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

Substantiate the statements:

- “Managing Customers in stores is a tedious task”
- “Layout plan is the silent guide”

## 2.(A) CILO 2 (Application)

Substantiate the statements

- Importance of on-shelf availability in store operations
- Handle customer complaints is a basis for further growth.

**OR**

## 2(B) CILO 2 (Application)

“Estimation stock is based on past trends but, fashion is dynamic and changing, so, it is variable to calculate or forecast future consumption on the basis.” As a store Manager which method would you want to adopt for optimization of store forecasting.

## 3 (A) CILO 3 (Understand)

What are the factors that contribute to the success of discount stores despite increasing competition from other formats? Write down the principle of store design. Briefly discuss interior and exterior store design.

**OR**

## 3 (B) CILO 3 (Understand)

As a store manager, design policies for cleanliness and maintenance by housekeeping staff. Design a checklist for accomplishing the different tasks at a store.

## **Section B**

### **CILO 2 (Application)**

#### **Providing a Retail Experience: Build-A-Bear Workshop**

Today's consumer wants good value, low prices, and convenience, but they also are attracted to a great shopping experience. Build- A – Bear Workshop, a chain with over 170 stores generating \$300 million in annual sales, is a teddy-bear-themed entertainment retailer whose stores are playgrounds for children.

The stores are exactly what the name says: Customers, or builders, choose an unstuffed animal and, working with the retailer's staff, move through eight “creation stations” to build their own bear. At the first station, the Stuffiteria, children can pick fluff from bins marked “Love,” “Hugs and Kisses,” “Friendship,” and “Kindness.” The stuffing is sent through a long, clear tube and into a stuffing machine. A sales associate holds the bear to a small tube while the builder pumps a foot peddle. In seconds, the bear takes its form. Before the stitching, builders must insert a heart. The builders follow the sales associates' instructions and rub the heart between their hands to make it warm. They then close their eyes, make a

wish, and kiss the heart before putting it inside the bear. After selecting a name and having it stitched on the bear, builders take their bears to the Fluff Me station, where they brush their bears on a “bathtub” that features spigots blowing air. Finally, they move to a computer station to create a birth certificate for their bear.

Bears are sent home in Club Condo boxes, which act as mini-houses complete with windows and doors. Besides adding value as playhouses, the boxes advertise Build-A-Bear to the child’s friends. “[You] could buy a bear any where” says Maxine Clark, founder and Chief Executive Bear. “It’s the experience that customers are looking for.” Customers pay about \$25 for the basic bear, but they can also buy sound, clothing, and accessories for their bear. To keep the experience fresh, Build-A-Bear regularly introduces new and limited-edition animals. Clothes and accessories are also updated to reflect current trends. There are also in-store birthday parties and an official CD. To make sure that customers have a great experience every time they visit, all sales associates attend a three-week training program at “Bear University,” and the firm offers incentive programs and bonuses. The inventory in the stores changes frequently, with different bear styles arriving weekly. Build-A-Bear stores also feature seasonal merchandise such as a King of the Grill bear for Father’s Day and a Sweet-heart bear for Valentine’s Day.

**Questions:**

- Is the Build-A-Bear concept a fad, or does it have staying power? (10)
- What can Build-A-Bear do to generate repeat visits to the store? (10)