

**Jagan Institute of Management Studies**  
**End-Term Examination, December 2017 – January 2018**  
**Trimester V – PGDM (RM) 2016-18**

**Contemporary Issues in Retail & Marketing**  
**ET\_RM\_CIRM\_0301**

Time: 3 Hrs.

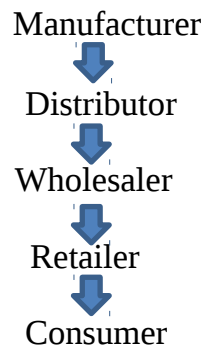
M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q7 which is compulsory.**

**Q 1** Retail has a long way to go in India and still much potential is untapped and unleashed. What do you think customers' needs are from a retailer and how can a retailer differentiate itself from similar trades in the market? Also it appears to be online game as of now where the online players are able to snatch customers from store based retailers and that too on a lower price than what is offered offline. Does that mean it is the end of store based retailing in urban India? What factors do you think are working in favor of e-tailers? Define retailing from modern perspective? **13**

**Q 2** Comment on any **THREE** of the following:  
a) Guerilla Marketing.  
b) Ambush Marketing.  
c) Business model of So Delhi.  
d) Customer Relationship Management. **13**

**Q 3** What role do intermediaries play in making the product flow from manufacturer to end consumer? Who do you think enjoys the maximum benefit in the entire channel sales flow illustrated below and why?



**13**

**Q 4** How would you define organized retail and unorganized retail in India? Why do you think unorganized retail players still exist in India in

majority despite of the fact that their organized counterparts are present in the market and are expanding?

What future do you foresee for organized retail in India in the current scenario?

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**Q 5** In the recent past years we have seen an upsurge in the emergence of e-tailers in India, with the likes of Amazon, Flipkart, Snapdeal leading from the front followed by large number of other small players. However despite few successes, there are plenty of failures too. Take an example of any such retail failure in India and list down the reasons you think were responsible for its failure? You are also required to recommend certain strategies you think could have saved the venture.

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**Q 6** India is emerging as one of the hottest retail investment hub across the globe and is growing rapidly in terms of technology and infrastructure. What factors do you think make India an attractive market to enter for retail? Ali Express is planning big time to capture Indian market but at the same time finds Indian market to be challenging and full of hurdles. What do you think these hurdles and obstacles are that make India a tough and risky market to invest?

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**Q 7** A fresh MBA pass out Mr. Vipul Birwal is keen to start his own retail store in the face of a high end handicraft boutique consisting of traditional handcrafted products from all across the country depicting the rich traditional heritage of different states and market it to the people. He plans to open multiple theme based stores in phases and gradually capture all metro cities in India like Mumbai, Bangalore, Chennai, Delhi and likewise. You, as a retail marketing consultant, are required to advise Vipul on the following factors and strategize to make his venture successful.

- b)** Type of location he should open his store at, and why.
- c)** What promotional and marketing strategies he should adopt to attract more customers.
- d)** Suggest a suitable brand name for his store.

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