**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, JAN-2022**

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| --- | --- | --- | --- |
| Course Name | **Retail Marketing** | Course Code | **MKT 508** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**Please keep your answers brief and up to the point:**

**Questions.1 (Marks-10)**

Shoppers stop as a store is extremely popular among its consumers. What are key areas of store layout it had worked on to give that comfort to its customers?

**Questions.2 (Marks 10)**

Analyze the category share using the Space Productivity Index based on the data given below:

|  |  |  |
| --- | --- | --- |
| Category | Space Per Square Fit | Sales (in Lakhs) |
| Grocery | 2000 Sq feet | 5000000 |
| Kitchen Essentials | 500 Sq Feet | 400000 |
| Frozen Food | 200 Sq Feet | 300000 |
| Total | 2700 Sq. feet | 57000000 |

**Case Analysis: Promoting a Sale**

A consumer electronics chain in the Washington, D.C. area is planning a big sale in its suburban Virginia warehouse over the three-day President’s Day weekend (Saturday through Monday). On sale will be nearly $2 million worth of consumer electronics products----50 percent of the merchandise sold in the store. The company hopes to realize at least $900,000 in sales during the first day’s were 35 percent, of the total. The second day’s were 35 percent, and the last day’s 15 percent. One of every two came made a purchase.

Furthermore, the retailer knows that large numbers of people always flock to such sales, some driving as far as 50 miles, They come from all economic levels, but all are confirmed bargain hunters. You’re the assistant to the general merchandise manager, who has asked you to plan the event’s marketing campaign. You have the following information.

1. A full-page Washington Post ad costs $10,000, a half-page ad costs $6,000, and a quarter-page ad costs $3,500. To get the maximum value from a newspaper campaign, it is company policy to run two ads (not necessarily the same size) for such events.
2. The local northern Virginia paper is printed weekly and distributed free to some 15,000 households. Ads cost $700 for all full page and $400 for a half page.
3. To get adequate TV coverage, at least three channels must be used, with a minimum of eight 30-second spots on each at $500 per spot, spread over or more days.Producing a television advertisement costs $3,000.
4. The store has contracts with three radio stations. One appeals to a broad, general audience aged 25 to 34 years. One is popular with the 18-to-25 age group. The third, a classical music, has a small but wealthy audience. Minimum costs for a saturation radio campaign, including production, on all three stations are $8,000, $5,000 and $3,000, respectively.
5. Producing and mailing a full-color flyer to the store’s 80,000 charge customers costs $10,000. When the company used such a mailing piece before, about 3 percent of recipients responded.

**Question carry equal marks (5 Marks each)**

1. Knowing that the company want a mixed-media ad campaign to support this event, prepare an ad plan for the general merchandise manager that costs no more than $40,000.
2. Work out the daily scheduling of all adverting.
3. Work out the dollars to be devoted to each medium.
4. Justify your plan.