**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM IMPROVEMENT EXAMINATION, March-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| 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:**

**Section A**

**Each question carries 10 marks**

Q.1 Forever 21 is planning to open a new store in Indore city. You have been appointed as a consultant to decide where the store should be opened. What inputs you will provide to the organization for making this decision. (10 Marks)

Q.2 Walmart uses a particular type of layout to attract its customers. What is the significance of store layout and design explain each type which relevant examples? (10 Marks)

Q.3 Many experts believe customer service is one of the retailing’s most important issues. How can retailers that emphasize price (discount stores, off-price retailers) improve customer service without increasing costs and thus prices? (10 Marks)

**Section B**

**Case Analysis (10 Marks)**