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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**Post Graduate Diploma in Management |
| **Course Title: Retail Marketing, (Course Code: MKT 40126)****End-Term Examination, Term - V (January, 2024)**  |
|  **Time Duration : 2 Hours Total Marks: 40** |

**INSTRUCTIONS:**

Exam instructions:

1. Cheating during online exams may seem to be an easy option but please remember that the institute has software that checks plagiarism “WORD OF CAUTION” “DON’T CHEAT” ‘’#originalistrending

2. The instructor will be extremely interested in looking at your creativity and thought process while answering questions so keep that in mind

3. Time management is important therefore kindly adhere to the time limit set by the exam office

Q.1 You are the cluster head of Reliance Trends, the managerial team has provided the following data to you for evaluating a preferred location to open the new store. Which option will you prefer and why?

A. Size 5000 Sq. Feet located in a mall with high road traffic. The mall includes MacDonald’s and D-Mart stores in the neighborhood

B Size 5000 Sq. Feet is located in a shopping center with high foot traffic. The shopping center has a women's salon and restaurants as tenants **(10 Marks)**

Q.2 Assess the role of in-store promotions in influencing consumer behavior and purchasing decisions. Compare and contrast various types of in-store promotions, such as discounts, loyalty programs, and product bundling. Evaluate their impact on customer perceptions, brand loyalty, and the overall success of retail businesses. Discuss potential drawbacks and suggest ways retailers can optimize their in-store promotional strategies to maximize their effectiveness.  **(10 Marks)**

Q. 3. Aadah Retail, a leading department store chain, is facing challenges in optimizing its product assortment and enhancing customer satisfaction. The company has decided to implement category management strategies to address these issues. XYZ Retail operates in various product categories, including clothing, electronics, home goods, and beauty products.

The management team is particularly concerned about inventory management inefficiencies and a lack of consistency in product offerings across different store locations. They believe that effective category management can streamline operations, improve inventory turnover, and create a more appealing shopping experience for customers.

As a consultant hired by Aadah Retail, your task is to evaluate the significance of category management in the retail sector. Analyze how implementing category management practices can positively affect product assortment, inventory management, and overall customer satisfaction. Provide specific recommendations based on successful examples of category management in similar retail settings. Additionally, addresses potential challenges XYZ Retail might face in implementing category management and proposes solutions to overcome these challenges. **(10 Marks)**

Q.4 Critically assess the ethical considerations associated with implementing differential pricing in retail. Discuss potential concerns related to fairness, transparency, and consumer trust. Analyze how differential pricing may affect different customer segments and whether it aligns with ethical business practices. Propose strategies that retailers can adopt to mitigate ethical concerns while still benefiting from pricing differentiation. **(10 Marks)**