|  |  |
| --- | --- |
| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Retail Marketing, (Course Code: 40126)**  **End-Term Examination, Term - V (January, 2025)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**SECTION - A**

Q.1 A multinational retail giant plans to launch a hybrid retail format combining online and offline shopping experiences in a developing country. Critically evaluate this format's challenges and opportunities regarding consumer adoption, operational efficiency, and technological integration. Propose a strategic approach to overcome these challenges while leveraging the opportunities. Marks 10 CLO3

Q.2 A luxury retail brand wants to redesign its flagship store to enhance brand perception and increase customer retention. Design an innovative store layout incorporating cutting-edge technology (e.g., AR/VR, AI) while considering customer journey mapping, sensory branding, and experiential retail. Justify your design choices with real-world examples or case studies.

Marks 10 CLO3

Q.3

4. Retail Location

Question:

A premium furniture retailer is considering two potential locations in Mumbai for its flagship store.

Location A: Situated in a high-end mall in South Mumbai with a monthly rent of ₹10,00,000. The area attracts an average daily footfall of 5,000 customers, of which approximately 10% belong to the retailer’s target segment. The conversion rate is estimated at 5%, with an average ticket size of ₹25,000.

Location B: A standalone property in a prominent commercial area of Andheri with a monthly rent of ₹7,00,000. It attracts an average daily footfall of 2,500 customers, with 20% of the target segment. The conversion rate is estimated at 8%, with an average ticket size of ₹20,000.

Evaluate these locations using trade area analysis, potential revenue, and cost-benefit analysis. Consider factors like accessibility, customer demographics, and long-term growth potential. Which location would you recommend and why? Marks 10 CLO3

**SECTION – B**

Q.4 **(10 Marks)**

A close-up of a text

Description automatically generated

A list of words on a white background

Description automatically generated

A close-up of a document

Description automatically generated

A close-up of a questionnaire

Description automatically generated