**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2019-21)**

**END TERM IMPROVEMENT EXAMINATION, FEB-2021**

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| Course Name | **Retail Marketing** | Course Code | **MKT 508** |
| Max. Time | **2 hours + 30 minutes extra to read the case** | Max. Marks | **40** |

**INSTRUCTIONS:**

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

2. Instructor will be extremely interested to look at your creativity and thought process while answering question so keep that in mind

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

4. It is an open book exam, but honestly that is not going to help much. Do not waste your time in unnecessary browsing.

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**Case: DMART: Disrupting Food Retailing**

**Q.1** Analyze DMart’s business model and critical success factors. In which types of market is such a business model likely to succeed?  **(10 Marks)**

**Q.2** Compare DMart’s business model with that of global leader Walmart. **(10 Marks)**

**Q.3** List the key differentiators that helped DMart become profitable while other retailers were struggling. **(10 Marks)**

**Q.4** What challenges will DMart likely face as it expands in the future?  **(10 Marks)**