**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)**

Dmart, is the chain of hypermartket, which is owned by avenue group, statted in powai,

1. **Analyse the Market -** Before starting they, firstly analyses the market ( small shop retailers which are local supermarket) and understand the behaviour pattern of customer and ultimately they make their rule – “Give them what they want. “In other words DMart works on customer conscious principal.
2. **Pricing Strategy** - Second thing they noticed that, Indian customers are very price conscious, with the shopping they want some amount of saving too.With this , company put their price in such way they to save more across every category they shopped.
3. **Staff Management** – Dmart concentrated diligently on self service philosophy,well trained polite speaking employees,

Coming to critical success factor – they did small things consistently and repeatedly

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

Dmart formulae are that they have developed their own range of different products to meet the expectations of their customers (Best n economic), their customers are usually those who are not Brand crazy type, focusing on the needs and expectations of the 2 tier cities (middle class) keeping the cost n profits strictly in control.

For branded items, Walmart is fine, but it sells such branded products at a cheaper price. Every day, Wallmart uses a low-price approach. To attract buyers, they put a premium on low prices and tend to sell in bulk rather than in small quantities. In other words, Wallmart operates as a wholesaler; however, unlike Dmart, which caters to the middle class, Wallmart does not have a specific consumer base.

**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)**