**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, JAN-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: Retail Strategy at Spencer’s**

**Q.1** How are Spencer’s exploits? Is there any major challenge? Is there a major emergency situation?  **(10 Marks)**

**Q.2** Characterize the Indian retail consumers. Do they have any uniqueness that is distinctly different from any other group of consumers that you have come across? **(10 Marks)**

**Q.3** Who are the major competitors to Spencer’s? How are they doing? Highlight the reasons for their performance. **(10 Marks)**

**Q.4** What distinct options does Shashwat have at this point of time? Analyze each option in the context of his objectives which option is better? Why?  **(10 Marks)**