K.J.SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course : MMM – 2018 – 21 Batch – III Semester End Term Exam
Sub : RETAIL MANAGEMENT

Date of Exam :21/11/2019   Time : 3 Hours   Marks: 50

Note : (i) Quality and not Quantity will be given due weightage for Marks
       (ii) All Questions are Compulsory

I. Answer ANY 2 Questions out the following :   (2 X 15 = 30 Marks)

1. Online marketplace ShopClues has been acquired by Singapore – based ecommerce platform Qoo10 in an all-stock deal bringing to an end a prolonged hunt by the Indian etailer for a buyer. Using the retail marketing Strategy how can this brand re-enter the market illustrate and explain the same.

2. Lidl Stiftung & Co. KG is a German global discount supermarket chain, based in Neckarsulm, Germany, that operates over 10,000 stores across Europe and the United States.https://en.wikipedia.org/wiki/Lidl It belongs to Dieter Schwarz. Lidl is planning to enter India, through the mulitbrand FDI route and is targeting only tier 2 & Tier 3 markets. Design a category strategy by using the different types of categories that exist in retail framework (identify any 5 key categories that Lidl should operate in).

3. Founded in 2002, V-Mart is a complete family retail store chain offering apparel, footwear and accessories for men, women and kids. The company also offers a wide range of home furnishings, general merchandise, toys, tableware, utensils, and other home utility items. V mart is planning to enter into Malls under the name V – Mall, in small towns and rural areas across India. Design the following for the success of V – Mall
    i.   How to generate footfalls
    ii.   How to increase average revenue per store that are present in the mall
    iii.   How can the experience of Shopatainment be enhanced given some ideas for the same

II. Answer ANY 2 Short Notes out the following :   (2 X 10 = 20 Marks)

1. Copy Cats
2. Grid Layout
3. OTB Plan
4. Supply Chain in Retail

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