

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM RM Trimester –VI (Batch 2017-18)

Subject: Fashion Retail
(End Trimester Examination)

Date of Exam: 17th April 2018

Time: 2 hours

Marks: 25

Notes:

- 1. Section A is compulsory**
- 2. Attempt any one from Section B.**
- 3. Supplement your answers with suitable theory and examples where necessary.**

SECTION A

Q1. Read the case study "Jabong: Balancing the demands of Customers and Suppliers" and answer the following questions:

1. What should Jabong's top priority be: Sales, Profits, Customer Base or Investors? (5 Marks)
2. Analyse the interdependence of Puma and Jabong. How should Jabong respond to Puma's new discount policy? (5 Marks)
3. What is Jabong's value proposition to its customers and suppliers? Is there inherent contradiction? How can it be resolved by Jabong? (5 Marks)

SECTION B

Question 2: Vogue has acted as a champion for the fashion retail industry. How has it remained relevant to the millennial. Comment on its revenue model and digital content.

Question 3. Short Notes (Any One) (5Marks)

- i) Relevance of Fashion Weeks
- ii) Loyalty program of a leading fashion retailer
- iii) Moda operandi – Fashion value chain
