

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec' 2019

Course: Retail Management Program: MBA All Programs Course code: GMMT 8201 Instructions: Attempt All Questions(All sections are compulsory)	Semester: III Time: 3 Hours Max. Marks: 100
--	--

Attempt all questions SECTION A (10 * 2 Marks Each = 20 Marks)

1	The difference between primary and secondary data centres on: A. Who collected the data B. The variables the data describe C. Availability D. The richness of the data	2	CO1
2	To find out the effect of price on sales of a particular brand, the most appropriate research design would be: A. Exploratory research B. Causal research C. Desk research D. None of the above	2	CO1
3	Marketing research information is gathered by A. Surveys B. Customers C. Marketing Personnel D. All of the above	2	CO1
4	Descriptive research is routinely used to discover all of the following except: A. How a product should be distributed. B. New ideas and hypotheses. C. How a product should be changed. D. All of these are discovered by descriptive research.	2	CO1
5	The hypothesis presents alternative to null and includes statement of inequality : A. Null B. Alternate C. All of the above	2	CO1

	D. None of the above		
6	<p>Because of the scarcity of good secondary data, international researchers often must collect their own primary data. An initial problem with this collection is developing good _____.</p> <p>A. Samples B. Research firms C. Customer relationships with nationals D. Relations with channel members E. Analytical models</p>	2	CO1
7	<p>What is one way that social class is NOT measured?</p> <p>A. Occupation B. Education C. Income number of children in the family D. Wealth</p>	2	CO1
8	<p>People change the goods and services they buy over time because of the two changing factors of _____.</p> <p>A. Belief and attitude B. Perception and personality C. Age and life-cycle stage D. Groups and learning E. Family and tradition</p>	2	CO1
9	<p>According to Freud's theories, people are _____ many of the psychological forces shaping their behavior.</p> <p>A. Unaware of B. Unsure of C. Aware of D. Status-driven about E. Socially conscious of</p>	2	CO1
10	<p>When consumers are highly involved with the purchase of an expensive product and they perceive significant differences among brands, they most likely will undertake _____.</p> <p>A. Habitual buying behavior B. Complex buying behavior C. Reflective buying behavior D. Habitual buying behavior</p>	2	CO1

	E. Variety-seeking buying behavior		
Attempt any four		SECTION B	(4* 5 Marks Each -20 Marks)
1	Distinguish between logistics and inventory management	5	CO3
2	Write short note on Visual merchandising	5	CO4
3	Explain Graphics and Signages	5	CO2
4	Comment on Replenishment in retail	5	CO3
5	Should odd pricing be used	5	CO3
Attempt any three		SECTION-C	(3* 10 Marks Each- 30 Marks)
1	How would the function of merchandising differ for a lifestyle retailer as compared to a food and grocery retailer?	10	CO2
2	A floor tile retailer wants to receive a 40 percent markup(at retail) for all merchandise. If one style of tile retails for Rs. 8 per tile, what is the maximum that the retailer would be willing to pay for a tile?	10	CO3
3	If one has to implement a merchandise plan for a small bookstore and a book superstore. Which is more difficult and why?	10	CO4
4	How may a movie theatre try to generate positive publicity?	10	CO3
Case Study : Attempt all questions		SECTION-C	(2*15=30 Marks)
<p>Ajay is the third generation businessman of Shreeji Opticians and Contact Lens Clinic. He slid back in memory and remembered his father and grandfather who ran the showroom. It was the same store of about 350 sq. ft. which they managed with a handful of employees. They did business much better than he could manage today. Shreeji was established in 1972 as the first AC Opticians showroom in Ghatkopar, but in the recent years it remains forgotten. Walking back home Ajay started thinking — he had a good variety of frames, lenses and sunglasses and they started contact lens dispensing from mid-90’s. He had four salesmen out of which three were there with the store for more than seven years now. He also had one optometrist for eye testing of the customers, which was offered as a free service. But despite this, Shreeji lost in the competition. Ghatkopar had about 23 standalone opticians; most of them had mushroomed in the last decade. Of late he was more disturbed with the entry of a major player — Gangar Eye Nation with a huge footprint of about 2,000 sq.ft. that was about 12 mins walking distance from his store. He had also got the news that Titan Eye Plus was eyeing Ghatkopar and was looking out for a suitable store location there. He reached home, sat down on his study table, and started analyzing his sales for the past 10 years. Earlier the store had bigger profit margins with an average footfall of 20-</p>			CO4

25 people per day with a good conversion rate. Shreeji used to deal in local brands like Sillotti, and frames procured usually from wholesale players like Alankar Opticians.

Lenses were procured from Central Optics, Ghag etc. But now, times were changing. Today the profit margins were reduced because of competition from national players and high operating cost. Interestingly the store footfall has gone up to 75-90 per day and most of the customers are youngsters who prefer to use branded frames like Optimed, Swaroski, cK and Steppers. In lenses Essilor, Kodak, Nikon, is what customers demand for. Today, Shreeji has the conversion rate of 20%. Ajay also found some of the interesting facts of the competitors in the vicinity like most of the stores deal with the branded products but only a few of them have better walk-in and conversion rates. Ajay was skeptical from dispensing branded products as brands did not offer the kind of margin. Ajay could manage from the locally sourced products. But he missed out on the fact that brands could charge a premium for the same product that otherwise would have been considered as a rip off. Players like Gangar sold only branded products like Prada, Gucci etc. while Titan dealing with the products under its own Brand Eye+ stores sold frames under the Titan brand as well as the Eye+ and Dash brands (the Dash brand targets children). The stores also deal with frames and sunglasses from a large number of international fashion brands like Elle, Vogue, Versace, Dior, Steppers, Hugo Boss, Armani, Levis, Esprit, Oxydo, Tommy Hilfiger, Dolce & Gabbana, Calvin Klein, Silhouette, Swarovski, Dunhill and Mont Blanc etc. In early 2007, the prescription eyewear market in India was estimated to be worth between Rs. 18-20 billion with around 30 million pieces (frames with glasses) being sold every year. The organized eyewear market is still at an infant stage. This segment however, was largely dominated by the unorganized sector, which accounted for 95% of the prescription eyewear business. India has an estimated Rs. 1, 500 crore eyewear market and that is poised to grow between 15 to 20 per cent annually.

- 1) What are the major problems faced by Ajay
- 2) What retail marketing plan should be developed by Ajay to introduce the concept of branding, right pricing and value for money