

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Semester Examination January 2016

Subject	Retail Marketing - analytics, pricing and promotions.		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	13.01.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

The demand for natural and organic foods had been growing rapidly in the US in the late 1990s and the early 2000s. According to figures released by the Organic Trade Association (OTA), sales of organic food grew from \$3.6 billion in 1997 to \$13.8 billion in 2005. Although WFM had been the first retailer to adopt a supermarket format for selling natural and organic products, competition had increased over the years.

Whole Foods Market was the biggest retailer of organic and natural foods in the world. It was also credited with popularizing natural and organic foods by becoming the first retailer to sell them under a supermarket format. Although WFM was not the only retailer selling natural and organic foods in the US, it was the most successful, with one of the strongest growth rates in the industry. The company grew by differentiating itself from competitors through its unique value proposition and commitment to natural foods.

WFM managed to build a strong brand by offering an unmatched in-store experience, and promoted itself by converting customers into brand ambassadors.

WFM's motto "Whole Foods - Whole People - Whole Planet" reflected its social responsibility and business objectives (Refer to Exhibit VI). On its website the company declared, "We believe in a virtuous circle entwining the food chain, human beings, and Mother Earth: each is reliant upon the others through a beautiful and delicate symbiosis."

The criticisms against WFM, especially with regard to its strategy of charging premium prices.

Questions:

1. Examine the factors behind the growth and profitability of a major natural and organic foods retailer in the US.
2. Analyze the strategy adopted by the retailer to differentiate itself from the competition

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss factors responsible for growth of organized retailing in India.
- b) Explain any two formats of Retailing in detail with the help of suitable examples.
- c) Explain visual merchandising and its importance.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a short note on Central place theory.

- (b) Write a note on SCM and retailing.
- (c) Write a short note on softwares used in retail industry.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain few examples of private labels and its advantages to retailers..
- b) "Information Technology has revolutionized the Modern Retailing." Comment
- c) Discuss the role of personal selling in retailing.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss Herfindhal Hirschman index.
- b) Write a note on category management.
- c) Discuss low end retail strategy.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss importance of location in retailing.
- b) Write a note on Vertical Marketing System.
- c) Write a note on "Wheel of retailing."

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss any two retail types based on form of ownership.
- b) Write a note on e-tailing.
- c) What are different types of Franchise business?