

**School of Business**  
**BBA**  
**Summer Term - September 2023**

Time : 3 Hours

Marks : 50

**Sem V - BBMK3006 - Retail Management**  
*Your answer should be specific to the question asked*  
*Draw neat labeled diagrams wherever necessary*

1. How may a movie theatre try to generate positive publicity? CO1 (2)
2. Why selecting a location for opening a store is considered as an important factor? CO2 (2)
3. Comment on this statement: "The quality of store maintenance efforts affects consumer perceptions of the retailer, the life span of facilities, and operating expenses." CO3 (2)
4. Suggest what would be included in the staple, basic, and assortment lists for a busy city-center coffee shop. CO4 (2)
5. If you are a visual merchandiser of a Ladies' Handbags store. How will you make creative use of wall space to sell products? Elaborate CO5 (2)
6. Taking on the challenge of understanding the motivations behind why shoppers buy what they buy, and how they buy it, could pay off in manifold ways. "There are lifestyle tensions that impact shopping behavior for each shopper segment, but these tensions often extend beyond the store: time stress, financial pressure, and information overload," explains John Essegian, executive vice-president at TNS Global. "Retailers can increase their market share with each segment by understanding and addressing these important lifestyle tensions." TNS Shopper Universe is a large syndicated database that maps competition for Grocery, Mass/Supercenter, Club, Convenience, Dollar Store, Drug, Natural/Organic, Pet, and Home Improvement retailers. It shows how shoppers perceive the marketplace, shopper segmentation for targeting, and occasion-based need segmentation detailing what's most motivating to shoppers on each trip. The database provides retailers and manufacturers with a comprehensive understanding of this broad marketplace, and the key drivers of choice for shoppers. "Shoppers' functional needs are generally well met," Essegian says. "Yet, opportunities exist to engage shoppers more emotionally, such as helping them simplify their lives, leveraging modern technology, and creating a more experiential shopping trip." TNS identifies nine occasion-based need states. Just over half of shopping trips, defined by consumer needs, are more experience-driven, whereas the rest tend to be task-focused. Experience-Driven Needs The experience-focused need states break down as follows: (1) Smart Family Fun: These consumers want shopping to be fun, relaxing, and productive (so they can take care of family needs). They expect enjoyment to be facilitated by technology aids, a convenient and pleasant in-store experience, and good value. (2) Only the Best: Needs on these shopping trips are for top-tier brands, often outside the mainstream, including fresh, healthy, and natural products. (3) Rewarding Experience: This shopping is uplifting and inspiring, thanks to the combination of the retailer's values, great staff, and interesting and unique products. (4) Food Safari: Shoppers want this kind of trip to be more than just stocking up on staples; they want a little adventure and exploration. It's a chance to try new and different products such as exotic, gourmet, organic, and healthy items.  
  
Questions 1. What is the TNS Shopper Universe? Why is it a valuable tool for retailers? 2. Describe the consumer segments included as experience-driven
7. Enumerate the importance of store operations in achieving success in a retail business. CO2 (5)
8. What is the relevance of merchandise management in retail business? CO4 (6)
9. In what ways does a supply chain provide a competitive advantage to a retail unit? CO3 (8)
10. If one has to implement a merchandise plan for a small bookstore and a book superstore. Which is more difficult and why? CO4 (8)

In an era where customization and personalization are the operative words in retailing, the challenge to build closer connections with shoppers has never been greater. Ubiquitous Internet connectivity is driving radical transformation of a retail world whose epicenter of consumer intelligence, long entrenched in the front end and back office, has given rise to a new ecosystem of data derived from interconnected devices, many of which enable consumers to shop for just about anything without ever entering a store. Not only is it now possible for people to shop for groceries without leaving their kitchens; but their refrigerators have the ability to make up the shopping lists. “We live in a hyperconnected world, where every device, from the phone to the fridge, is becoming connected to the Internet,” says Betty DeVita, of MasterCard Labs, a partner with Samsung in developing its Family Hub refrigerator. This “smart fridge” is equipped with the Groceries by MasterCard app, which “shows a major enhancement to the Smart Home environment by bringing consumers a simple and convenient way to shop for groceries directly from their kitchen.” The Family Hub may be a game-changer for traditional grocery retailers, such as Wakefern Foods, which has been at the forefront with its popular online delivery and click-and-collect services. The supermarket cooperative—whose members operate 250 ShopRite supermarkets in New Jersey, New York, Pennsylvania, Connecticut, Delaware, and Maryland—has teamed up with MasterCard to integrate its online grocery shopping service, ShopRite from Home, with Groceries by MasterCard, which is preloaded in new Samsung Family Hub refrigerators and allows consumers to order directly from the fridge using a built-in screen. ShopRite customers can use the appliance’s integrated tablet to order groceries from their own kitchens by scheduling in-store pickups or at-home delivery with a few taps on the Family Hub refrigerator. Using the Groceries app’s secure, easy-to-navigate interface, customers also have the ability to add products to a ShopRite shopping basket and pay online. Items are added to a cart and paid for in a simple, single checkout experience that accepts any U.S.-issued credit and debit cards. Orders are delivered directly by the merchants and aren’t dependent on a third-party or concierge service, making shopping more efficient. DeVita notes that features such as cameras within the fridge and a companion mobile app will allow consumers to view contents and shop on the go using the device most convenient to them, with the highest level of security. “Multiple members of the family can add to the shopping list and build a single cart over the week. Final approval and submission of the cart is secured through a four-digit PIN to allow more control and avoid ordering duplicate items. Virtual-aisle shopping technology allows consumers to search for their favorite brands across multiple grocers. Since the app directly connects grocers, consumers are able to access deals and coupons, and there is no markup on delivery charges.” The family cart is intelligent and learns from shopping habits, and MasterCard is continuing to work with partners to create simple and convenient experiences. “Consumers appreciate the convenience, and merchants value having another way to engage with customers and build their brands,” DeVita observes. Groceries by MasterCard was developed in a partnership between MasterCard Labs and Samsung. At the 2016 refrigerator launch, consumers were able to shop and select their needed items and favorite brands from leading online grocer and key integration partner FreshDirect, as well as from ShopRite. Groceries by MasterCard is creating a new channel of consumer engagement for fellow online launch partners FreshDirect and MyWebGrocer, whose respective executives are equally pumped about the prospects for seamless consumer convenience.

#### Questions

1. As a retail buyer, what criteria would you use in deciding whether your chain should carry the new Samsung Family Hub refrigerator?
2. What kind of support would you require from Samsung with regard to training you (as the buyer) and the on-floor sales personnel?
3. Discuss the logistics of the new refrigerator from the perspective of the retailer.
4. What retail price would you set for the new refrigerator? How would you come up with this price?