**Global Retailing**

**June 2022 Examination**

# Q1. Why did Blackberry loose out to the competition. What were the reasons for the failure of this brand? (10 Marks)

# Ans 1.

## Introduction

Blackberry is a renowned brand in the international marketplace. There was a time when blackberry became very famous inside the smartphone marketplace, but it lost to Google and Apple as the telephone industry rejected a ‘third’ mobile working system. Even as blackberry came up with exciting innovations to move head to head against its rivals, the effort the organization placed into making blackberry relevant in modern times added no high-quality outcome. Blackberry logo was offered twice to revive its sick-fated business model. Still, it met a

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# Q2. You are supposed to set up a store for an exclusive brand Titanium and Platinum jewellery for the niche segment? What is the kind of display that you can think of to increase the sale of this jewellery? (10 Marks)

# Ans 2.

## Introduction

There can be found no women who don't like jewellery, be it gold, silver, or made up of any other metal. It makes women's sense lovely. Apart from that, rings are a piece of artwork too. P.C Chandra Jewellers is a pioneer in the Indian jewellery market. It possesses a legacy of 8 years of displaying timeless craftsmanship, contemporary designs, and terrific excellent product. Chandra Jewellers gives a wide range of gold, silver, and diamond jewellery. And now, it wants

**3. Case Study**

**Honda relaunches Amaze with a tuck and a tweak**

**Over the years, Honda has burnished a reputation for itself that sits on three core pillars. Its cars are reliable, exciting to drive and will not burn a hole in the pocket when it comes to repairs and maintenance.**

**In the subcontinent where Honda's ride over the last two decades has been a mixed bag of hits and misses, the Japanese company that's famed for its prowess in engineering has managed to get at least two things right every time.**

**Its most recent launch, the Amaze - a compact sedan that is priced competitively and is perfect for busy cities-looks like it has been modified since its last launch in 2018.**

**With a few tweaks, the Amaze looks like a brand new car, something Honda is adept at achieving. The front is stronger, more square-jawed and bears a strong resemblance to its elder sibling-the Honda City. This is a good thing given that its cost at the entry level is almost half of the City. The rear, too, has been carved into a more sculpted and definite shape, giving the Amaze a truly sedan-like identity of its own, a departure from the old Amaze that looked too much of a cross between a hatchback and a sedan. Inside, the Amaze feels larger than it is owing to its features and gadgetry. An infotainment screen, steering-mounted controls, well- designed air vents, storage, and compartments for cups and water bottles are all thoughtfully in place. The car's dashboard is reminiscent of the Old City or even the Civic.**

**However, Honda ought to be focusing on one area to improve-the gearshift. A manual stick shift placed in a faux-leather-like bag is outdated and could do with a modern replacement for at least two reasons; that it feels light and toy-like; and that it does not age well and its numbers get scratched off easily with time. In addition, the feeling of being locked into gear is not substantial.**

**The seating, both front and rear, is comfortable, thanks to ample legroom and high-quality materials. Honda could, however, throw in air-con vents at the back, too.**

**The car is powered by Honda's 1.2L i-VTEC petrol engine and 1.5L i-DTEC diesel engine, available in manual and CVT versions for both fuel options.**

**It is key to note that the Amaze is Honda's strategic entry model, specially developed for the Indian consumer. Honda claims to have achieved 95 per cent localisation for the Amaze in terms of local parts and components, which goes to say that the cost of ownership is likely to be more affordable as compared to its foreign competitors. That's also a reason why close to half a million cars have sold since it was first introduced in 2013.**

**Questions**

**a. How has Honda done the makeover of its car Amaze. How is it priced and what do you think of the strategy? (5 Marks)**

**Ans 3(A).**

## Introduction

The perfect sedan depicts specific meanings for one-of-a-kind people. For some people, it is a status image; for a few people, it signifies the fun of driving, while for others, it is a vehicle this is powerful, low on ownership cost, and reliable. Honda amaze is a perfect example of that. Its

**b. What are the features in the car and what do you think that Honda should add in this car to make it more marketable? (5 Marks)**

**Ans 3 (B)**

**Introduction**

Honda amazes one of the best launches with the aid of Honda into India. In terms of seems, it appears to be segmented above. From ample boot space and cozy cabin to excessive safety, stylish look, excessive reliability, and occasional pocket – Honda amaze ticks most of the boxes