

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

1915307 – RETAIL MARKETING

Regulation – 2019

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UNIT – I – INTRODUCTION

SYLLABUS: An overview of Global Retailing – Challenges and opportunities –Retailing environment - Legal, Social, Economic, Technological, issues -Retail trends in India – Recent policies of the Government of India and its implications on retail trade.

PART- A

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|--|----------|---------------|
| 1 | What is retailing? | Level 1 | Remembering |
| 2 | Compare global retailing and national retailing. | Level 2 | Understanding |
| 3 | Identify the factors influencing retailing. | Level 3 | Applying |
| 4 | What are the recent retail trends? | Level 3 | Applying |
| 5 | Define Socio-economic influences on retailing. | Level 1 | Remembering |
| 6 | Specify any two challenges faced by Retail industry in India. | Level 2 | Understanding |
| 7 | What is retail marketing environment? | Level 1 | Remembering |
| 8 | Infer the advantages of Modern retailing over traditional retailing. | Level 2 | Understanding |
| 9 | How would you show your understanding on different retail trends in India? | Level 3 | Applying |
| 10 | What are the opportunities available in retail management? | Level 1 | Remembering |
| 11 | How is government of India policy in retailing used? | Level 2 | Understanding |
| 12 | Write down the barriers of technological influences in retail. | Level 3 | Applying |
| 13 | What is meant by legal influences on retail? | Level 1 | Remembering |
| 14 | Distinguish between brand name and brand value. | Level 2 | Understanding |
| 15 | Give an example of technological implementation in organized retail. | Level 3 | Applying |
| 16 | Define the size of retail in India. | Level 2 | Understanding |
| 17 | Define Global retailing. | Level 1 | Remembering |
| 18 | Classify the different types of retail formats | Level 2 | Understanding |

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| 19 | Show your understanding on different strategies followed in Government of India policy in retail? | Level 3 | Applying |
| 20 | State any example for global retailing. | Level 1 | Remembering |
| 21 | List out the factors influencing retailing. | Level 2 | Understanding |
| 22 | What are the opportunities in retailing? | Level 1 | Remembering |
| 23 | Outline the implications of FDI in retail sector. | Level 2 | Understanding |
| 24 | Define Global Retailing. | Level 1 | Remembering |

| PART- B | | | | |
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| S.NO | QUESTIONS | | BT LEVEL | COMPETENCE |
| 1 | Discuss the challenges and Opportunities of retailing in India. | | Level 1 | Remembering |
| 2 | Discuss on the Government's policy implications on retail sector in India. | | Level 2 | Understanding |
| 3 | Explain in detail about the nature and scope of retailing. | | Level 3 | Applying |
| 4 | Summarize the opportunities and challenges available in global retailing. | | Level 4 | Analysing |
| 5 | Describe the growth of retail in Indian Context. | | Level 5 | Evaluating |
| 6 | (i) Evaluate the applications of information technology in retail sector. (ii) Discuss about the advantages of Technology in retailing. | (7) (6) | Level 4 | Analysing |
| 7 | Define retail branding and explain the concept of Environmental influences in retailing? | | Level 1 | Remembering |
| 8 | Discuss the following statement in detail: (i) "Entry of foreign retailers may affect the culture of Indian market". (ii) Describe the issues influencing global retailers and the methods to overcome. | (7) (6) | Level 2 | Understanding |
| 9 | How would you explain about the retail trends in India? | | Level 3 | Applying |
| 10 | Discuss the factors driving the growth of retail industry India. | | Level 4 | Analysing |
| 11 | Give the overview on involvement of government on retail marketing. | | Level 1 | Remembering |
| 12 | Describe the socio-economic influences on retail management. | | Level 2 | Understanding |
| 13 | What are the legal issues in retailing? | | Level 4 | Analysing |
| 14 | How will you classify retail sector in India? | | Level 1 | Remembering |
| 15 | Analyze the technological influences of technological environment in retailing. | | Level 4 | Analysing |
| 16 | Interpret the importance of retailing in Indian Economy. | | Level 2 | Understanding |
| 17 | Criticize about the methods followed to overcome challenges in global retailing | | Level 5 | Evaluate |

PART – C

| S.NO | QUESTIONS | | |
|------|--|---------|------------|
| 1 | Explain the recent trends in retail industry globally. | Level 4 | Analysing |
| 2 | Critically review the current trends in retail industry example from Indian companies. | Level 5 | Evaluating |
| 3 | Choose a successful Indian company of your choice which has got a phenomenal reach in retail markets and explain its retailing strategies adopted in India. | Level 4 | Analysing |
| 4 | Give the overview on involvement of government on retail marketing. | Level 4 | Analysing |
| 5 | The Avengers S.T.A.T.I.O.N. is an immersive exhibit that has toured the world since the first Avengers film. It has appeared in key retail areas such as New York Seoul Paris , Beijing, London and Las Vegas, and always pulls in huge crowds. Based on the global box-office film franchise, Marvel's The Avengers, the store features real life movie props and interactive displays. There are Marvel branded items for sale but the goal of the project is not to shift T-shirts and mugs. It is about delivering an in-person experience to fans and bringing the brand to life. The Avengers S.T.A.T.I.O.N. is a great example of retailtainment and experiential retail in action. Visitors are fully immersed in the fictional world they adore, further cementing their affiliation and love for the Marvel brand. For a brand as strong and iconic as Marvel, it would be easy to sit back and take popularity for granted. However, through the use of retailtainment they are continuing to delight their customers beyond the screen. Marvel: Avengers S.T.A.T.I.O.N provides fans with interactive brand building experience – Comment. | Level 6 | Creating |

UNIT – II – RETAIL FORMATS

SYLLABUS: Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Globalization and changing retail formats – Virtual store – E-tailing – MNC's role in organized retail formats.

PART- A

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|--|----------|---------------|
| 1 | What is organized retail format? | Level 1 | Remembering |
| 2 | Summarize what is meant by unorganized sectors? | Level 2 | Understanding |
| 3 | What are the types of retail formats? | Level 3 | Applying |
| 4 | Define organized retail formats. | Level 1 | Remembering |
| 5 | Identify the importance of customer driven organization. | Level 1 | Remembering |

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| 6 | State the features of Ethical issues in marketing. | Level 2 | Understanding |
| 7 | Infer the emerging trends in retail formats. | Level 3 | Applying |
| 8 | How would you explain the techniques of acquiring customer on the web? | Level 2 | Understanding |
| 9 | What are convenience stores? | Level 1 | Remembering |
| 10 | Write down the effects of increasing organized retailing. | Level 2 | Understanding |
| 11 | How do virtual stores work? | Level 3 | Applying |
| 12 | Define customer driven organization. | Level 1 | Remembering |
| 13 | What are the factors influencing network decision? | Level 1 | Remembering |
| 14 | Outline the scope of MNC. | Level 2 | Understanding |
| 15 | How would you show your understanding of the term hyper markets? | Level 3 | Applying |
| 16 | Define E-tailing. | Level 1 | Remembering |
| 17 | Compare supermarkets and hyper markets. | Level 2 | Understanding |
| 18 | Identify the characteristics of supermarkets | Level 3 | Applying |
| 19 | State the meaning of specialty retail shops. | Level 1 | Remembering |
| 20 | Compare organised Vs unorganised retail formats. | Level 2 | Understanding |
| 21 | Identify the characteristics of franchising. | Level 3 | Applying |
| 22 | Can you list the three benefits of convenience stores? | Level 1 | Remembering |
| 23 | Interpret the characteristics of independents retailers. | Level 2 | Understanding |
| 24 | State the meaning of unorganized retail sector. | Level 3 | Applying |

PART B

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|--|----------|---------------|
| 1 | What are the different types of organized retail formats? Discuss it in detail with an examples. | Level 1 | Remembering |
| 2 | What is retail chain? Discuss its advantages and disadvantages. | Level 1 | Remembering |
| 3 | Discuss in detail about emerging trends in retail formats. | Level 2 | Understanding |
| 4 | Explain the MNC's role in organized retail formats. | Level 3 | Applying |
| 5 | Write in detail about online marketing. state the advantages of online marketing. | Level 4 | Analysing |
| 6 | Evaluate the types of organized retail stores in India. | Level 5 | Evaluating |

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| 7 | Identify and explain the unorganized retail stores in India? | | Level 1 | Remembering |
| 8 | Interpret the objectives, benefits, and de-merits of any three retail formats. | | Level 2 | Understanding |
| 9 | Plan the steps needed to set up a virtual store in a busy market area. | | Level 3 | Applying |
| 10 | (i)Discover the Origin of retailing in India. (ii)Analyze the framework online marketing in India? | (7) (6) | Level 4 | Analysing |
| 11 | Discuss the factors driving the growth of Retail Industry in India. | | Level 5 | Evaluating |
| 12 | Describe the evolution of e-tailing. | | Level 1 | Remembering |
| 13 | Discuss the following terms with example: a) Hypermarkets b) Supermarkets. c) Discount stores. d) Off-shore retailers. | | Level 2 | Understanding |
| 14 | Explain the impact of economic and sociological changes on the evolution of Indian Retail Formats. | | Level 4 | Analysing |
| 15 | Highlight the characteristics and types of service retailing. | | Level 1 | Remembering |
| 16 | What are the advantages and dis-advantages of multi-channel retailing? | | Level 1 | Remembering |
| 17 | Examine different types of non-store retail formats. | | Level 4 | Analysing |

PART – C

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|--|----------|------------|
| 1 | Compare Convenience stores and super markets in context of India. | Level 4 | Analysing |
| 2 | “Virtual store research is an extension of the traditional methods of marketing research”-Discuss. | Level 4 | Analysing |
| 3 | How the difficulties can related to managing cost, stock out and mark-downs pertaining to retail strategy and operations can be managed? | Level 4 | Analysing |
| 4 | “Use of new technologies will help in effective management of retailing”- Discuss. | Level 4 | Analysing |
| 5 | Huda Beauty, one of the world’s fastest-growing beauty brands, ran an immersive retail experience pop-up right in the centre of Covent Garden, London, to launch a new product range and reach new customers. Huda used the location (sourced by Storefront pop up space rental) to deliver a sci-fi themed experience in support of their new eye-shadow palette Mercury Retrograde. Huda Beauty’s sci-fi inspired pop-up in Covent Garden, London. The entire exterior of the pop-up resembled a multi-faceted, metallic mass of geometrical shapes. This was echoed inside with various ‘galactic’ elements, all manner of mirrored surfaces and shimmering fixtures and elements. As | Level 6 | Creating |

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| | <p>part of the event, visitors could sit on the throne Huda used in her launch material, all set up to encourage as much social media activity and engagement as possible. Huda Beauty caught the eye and wowed its visitors. Introducing a whole swathe of new customers to the Huda Beauty brand.-Briefly Elaborate the visual merchandising experience of Huda Beauty.</p> | | |
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UNIT – III – RETAIL DECISIONS

SYLLABUS: Retail store location and layout - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

PART- A

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|---|----------|---------------|
| 1 | Define retail location. | Level 1 | Remembering |
| 2 | Write a short note on store atmospherics. | Level 2 | Understanding |
| 3 | Write the different categories of external atmospherics. | Level 3 | Applying |
| 4 | Recall the service qualities delivered in retail store. | Level 1 | Remembering |
| 5 | Infer the importance of pricing in retail. | Level 2 | Understanding |
| 6 | State the meaning of impulse buying. | Level 3 | Applying |
| 7 | What is meant by decision making process? | Level 1 | Remembering |
| 8 | How would you explain retail positioning and branding? | Level 2 | Understanding |
| 9 | List various retail positioning Strategies. | Level 2 | Understanding |
| 10 | How would you show your understanding on retail pricing objectives? | Level 3 | Applying |
| 11 | What is supply chain? | Level 1 | Remembering |
| 12 | Outline the principles of retail supply chain management. | Level 2 | Understanding |
| 13 | State the factors that used in building retail store image. | Level 3 | Applying |
| 14 | What are the factors influencing a good retail location? | Level 1 | Remembering |
| 15 | Outline the scope of retail store image. | Level 2 | Understanding |
| 16 | How would you show your understanding of different pricing decisions? | Level 3 | Applying |

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| 17 | Define service quality. | Level 1 | Remembering |
| 18 | What is retail store image? | Level 2 | Understanding |
| 19 | Identify the importance of positioning in retailing. | Level 3 | Applying |
| 20 | Define freestanding site. | Level 1 | Remembering |
| 21 | What do you mean by the term category management? | Level 2 | Understanding |
| 22 | Interpret the importance of visual merchandising? | Level 3 | Applying |
| 23 | Classify different dimensions of retail store Image. | Level 1 | Remembering |
| 24 | Compare various categories in Category management process. | Level 2 | Understanding |

| PART- B | | | | |
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| S.NO | QUESTIONS | | BT LEVEL | COMPETENCE |
| 1 | What can you say about retail location? What are types of retail locations? | | Level 1 | Remembering |
| 2 | i) Explain in detail about the characteristics of Retail Service Quality Management. ii) Briefly discuss about the gap model for improving retail service quality. | (7) (6) | Level 2 | Understanding |
| 3 | Explain in detail about the checklist, site evaluation and issues regarding selection of retail location. | | Level 3 | Applying |
| 4 | Discuss about how you will build a retail store image. | | Level 3 | Applying |
| 5 | Explain in detail about the different types of pricing strategies followed in retailing. | | Level 4 | Analysing |
| 6 | Describe the various factors to be considered for positioning retail shop and improve it in a better manner. | | Level 5 | Evaluating |
| 7 | i) Examine various types of retail locations. ii) Discuss about the steps involved in choosing retail location. | (7) (6) | Level 4 | Analysing |
| 8 | Explain internal atmospherics used in retail shops in detail. | | Level 1 | Remembering |
| 9 | How would you summarize the steps to be followed for building retail store image? | | Level 2 | Understanding |
| 10 | What are the factors to be considered to have an effective Retail pricing decision? | | Level 3 | Applying |
| 11 | Elaborate in detail the External Atmospherics which would influence the retail customers? | | Level 4 | Analysing |
| 12 | Explain in detail the steps involved in selecting an appropriate location for a retailer. | | Level 1 | Remembering |
| 13 | Explain the retail supply chain in detail. | | Level 2 | Understanding |

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| 14 | i) Explain in detail about the principles of Merchandise Management. ii)What are the different types of merchandise mix? | (7) (6) | Level 4 | Analysing |
| 15 | What are the positioning options for retail units? State the requisites of retail positioning? | | Level 1 | Remembering |
| 16 | Briefly discuss the process in buying Merchandise. | | Level 2 | Understanding |
| 17 | Summarize various factors affecting the choice of retail location. | | Level 5 | Evaluating |

PART – C

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
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| 1 | “The site selection criteria should be relevant to both customer buying behaviour and the retailer’s costs”- Explain with example | Level 4 | Analysing |
| 2 | “Location of warehouse is a vital one for retail business” - discuss. | Level 5 | Evaluating |
| 3 | Food retailing is the backbone of retail industry in India- discuss. | Level 5 | Evaluating |
| 4 | Amazon uses a wide array of pricing strategies and concepts in its online shop, from general low- price positioning to highly dynamic, competition-oriented pricing and lock-in effects with concepts similar to loyalty programmes such as Amazon Prime and the penetration pricing strategy for the Kindle e-reader, which is sold at cost to drive sales of online content. Amazon Prime is a membership programme that gives members a number of advantages. Primarily, members of Amazon Prime receive standard deliveries without delivery fees (that means in India, one-day shipping on any item). In Germany, premium delivery has no fees or order minimum for Prime members. Furthermore, members can borrow one Kindle book each month and have unlimited access to Amazon’s streaming video service. Amazon’s dynamic pricing can be seen as an extreme case of high-low pricing policy. From this perspective, discuss the advantages and disadvantages of this pricing strategy. | Level 6 | Creating |
| 5 | Can you give the an idea of what you consider to be an excellent example of category management in the market right now? | Level 5 | Evaluating |

UNIT – IV – RETAIL SHOP MANAGEMENT

SYLLABUS: Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions, Retail selling process – Retail database – In-store customer service.

PART- A

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|-------------|---|-----------------|-------------------|
| 1 | What is Retail Inventory? | Level 1 | Remembering |
| 2 | Give the applications of ABC Analysis. | Level 2 | Understanding |
| 3 | Sketch the significance of JIT. | Level 3 | Applying |
| 4 | Define the concept of Inventory control in retailing. | Level 1 | Remembering |
| 5 | Can you list the various categories of ABC analysis? | Level 2 | Understanding |
| 6 | Point out the stages in retail planning process. | Level 3 | Applying |
| 7 | Define Space mix. | Level 1 | Remembering |
| 8 | What are the types of retail space mix? | Level 2 | Understanding |
| 9 | Spell out the elements of 'Retail mix' | Level 1 | Remembering |
| 10 | Can you explain the meaning of category killer? | Level 2 | Understanding |
| 11 | Identify the steps followed in retail auditing? | Level 3 | Applying |
| 12 | What is retail data? | Level 1 | Remembering |
| 13 | List few essential in-store customer services. | Level 2 | Understanding |
| 14 | Identify the role of advertising in retailing. | Level 3 | Applying |
| 15 | Define Merchandising. | Level 1 | Remembering |
| 16 | Infer the concept of space management. | Level 2 | Understanding |
| 17 | Identify what do you mean by the term store brands? | Level 3 | Applying |
| 18 | Compare between Economic Order Quantity and ABC analysis. | Level 2 | Understanding |
| 19 | Define brand. | Level 1 | Remembering |
| 20 | Compare retail accounting and retail auditing. | Level 2 | Understanding |
| 21 | Point out the meaning of retail promotion. | Level 1 | Remembering |
| 22 | What is floor merchandise space? | Level 1 | Remembering |
| 23 | Write down the types of costs in inventory management. | Level 2 | Understanding |

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| 24 | List down various methods of retail promotion communication with customers. | Level 3 | Applying |
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| PART- B | | | |
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| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
| 1 | How important is Inventory Management for retailing? Explain with suitable examples. | Level 1 | Remembering |
| 2 | What are the different types of inventory control techniques used in retailing? | Level 2 | Understanding |
| 3 | Explain in detail about Visual Merchandise Management. | Level 2 | Understanding |
| 4 | Define Retail Advertising. Explain the mode of usage of advertising and promotions in retail marketing. | Level 3 | Applying |
| 5 | Bring out the factors affecting retail inventory management in detail. | Level 4 | Analysing |
| 6 | Formulate the role of inventory management in retail sector. | Level 5 | Evaluating |
| 7 | Discuss the various elements of retail accounting and auditing. | Level 4 | Analysing |
| 8 | Elaborate in detail the steps involved in conducting retail audits. | Level 5 | Evaluating |
| 9 | Explain in detail about the Retail Accounting. | Level 1 | Remembering |
| 10 | Explain in detail about the steps involved in developing retail brands. | Level 2 | Understanding |
| 11 | Elaborate the concept of retail space utilization and traffic management. | Level 3 | Applying |
| 12 | Discuss briefly about the types of Retail Store Brands | Level 4 | Analysing |
| 13 | How does retail advertising and promotions influence shoppers? Discuss. | (7) (6) | Level 4 Analysing |
| 14 | What are the different types of retail promotion mix used to promote a product? | Level 1 | Remembering |
| 15 | Discuss how retail accounting is used in retailing business. | Level 2 | Understanding |
| 16 | i)How will you position retail shops as improve it in better manner? ii)What are the guidelines for managing retail shops? | (7) (6) | Level 3 Applying |
| 17 | Explain about in-store marketing and customer behavior for various services. | Level 4 | Analysing |

| PART – C | | | |
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| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
| 1 | Explain which would you do more to increase a convenience store's sales-an increase in the length or the breadth of its product assortment. Why? | Level 4 | Analysing |
| 2 | Companies often run advertising, sales promotion and public relations efforts at the same time.Can their effects be separated? Discuss how a company might evaluate the effectiveness of each element in this | Level 4 | Analysing |

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| | mix. | | |
| 3 | Explain about the allocation of store space to merchandise categories and the allocation of shelf space to different products of retailers. | Level 4 | Analysing |
| 4 | A typical “country store” in farming community sells a variety of food and non-food items-Snacks, Staples, hardware, and many other types of goods. What kind of wholesalers do the owners of such stores use to obtain the items they sell? Are these the same suppliers that a super market uses? | Level 4 | Analysing |
| 5 | A departmental store is building an addition. The merchandise manager for furniture is trying to convince the VP to allot his new space to the furniture department. The merchandise manager for men’s clothing is also trying to gain the space. What points should each manager use to present his/her rationale? | Level 3 | Applying |

UNIT – V – RETAIL SHOPPER BEHAVIOUR

SYLLABUS: Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process -Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Customer Satisfaction Measurement, tools for measuring Customer Satisfaction - CSAT and NPS.

PART- A

| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
|------|--|----------|---------------|
| 1 | Define shopper profile analysis. | Level 1 | Remembering |
| 2 | List the tools for measuring customer satisfaction. | Level 2 | Understanding |
| 3 | How would you show your understanding of non-traditional retailing? | Level 3 | Applying |
| 4 | List out the internal factors influencing retail shopper behaviour. | Level 2 | Understanding |
| 5 | What is meant by value delivery is used in retailing? | Level 1 | Remembering |
| 6 | Compare service retailing and product retailing. | Level 2 | Understanding |
| 7 | What are the qualities of Retail sales force? | Level 1 | Remembering |
| 8 | How would you explain penetration in market? | Level 2 | Understanding |
| 9 | Write down the different types of compensation provided to retail staff. | Level 3 | Applying |
| 10 | Recall the usage of Sales force in retailing. | Level 1 | Remembering |
| 11 | Outline the steps to be followed in selecting the retail staff. | Level 2 | Understanding |
| 12 | Interpret your opinion on interactive marketing. | Level 2 | Understanding |
| 13 | Can you recall the significance of complaints management? | Level 1 | Remembering |

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| 14 | Infer the use of job analysis in retailing. | Level 2 | Understanding |
| 15 | How would you show your understanding on the term Job Analysis? | Level 3 | Applying |
| 16 | What is shopper profile analysis? | Level 1 | Remembering |
| 17 | Give an outline about the external factors influencing retail shopper behaviour. | Level 2 | Understanding |
| 18 | Identify the challenges and opportunities in retailing. | Level 3 | Applying |
| 19 | What are the benefits of motivating the sales force? | Level 1 | Remembering |
| 20 | What is shopping decision process? | Level 1 | Remembering |
| 21 | Define Demographics. | Level 1 | Remembering |
| 22 | Write down the techniques used in shopper profile Analysis. | Level 2 | Understanding |
| 23 | Interpret the use of customer analysis. | Level 3 | Applying |
| 24 | What do you mean by value delivery in retailing? | Level 1 | Remembering |

| PART- B | | | |
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| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
| 1 | Explain the various factors that influencing retail shopper behaviour. | Level 1 | Remembering |
| 2 | Explain about ROPO behavior of customers. | Level 2 | Understanding |
| 3 | Discuss in detail about the Complaint Management in Retail | Level 3 | Applying |
| 4 | Discuss the strategic approach towards effective complaint management in a high profile retail environment. | Level 4 | Analysing |
| 5 | Explain about the retail sales force management. | Level 5 | Evaluating |
| 6 | How could an effective customer service strategy cut a retailer's cost? Explain with examples. | Level 4 | Analysing |
| 7 | What is consumer Decision Making process? Does this process vary for convenience products and for high priced, high involvements products? | Level 1 | Remembering |
| 8 | Explain in detail about the Shopper profile analysis. | Level 2 | Understanding |
| 9 | i) Discuss about the steps to be followed in Buyer Decision Process. ii) What are the benefits of understanding retail shopper behavior? | (6) (7) Level 3 | Applying |
| 10 | Define sales force. Explain the methods of training the sales force? | Level 4 | Analysing |
| 11 | Elucidate about CSAT and NPS. | Level 1 | Remembering |
| 12 | A retail store profitability is contingent to some degree, on the performance of the retail buyer – Explain. | Level 2 | Understanding |

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| 13 | Explain the role of an effective marketing communication process in working with these factors. | | Level 3 | Applying |
| 14 | Discuss in detail about the steps involved in handling the complaints effectively. | | Level 4 | Analysing |
| 15 | Summarize the role of salesforce in strategic issues in salesforce management. | | Level 2 | Understanding |
| 16 | Examine in detail the need for studying retail shopper behavior. | | Level 4 | Analysing |
| 17 | As a retailer, how will you evaluate the Shopper Profile? | | Level 5 | Evaluating |

PART – C

| PART – C | | | |
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| S.NO | QUESTIONS | | |
| S.NO | QUESTIONS | BT LEVEL | COMPETENCE |
| 1 | How do cross-channel retailers actively promote channel-switching behaviour among their customers by applying different channel integration strategies? | Level 4 | Analysing |
| 2 | Voxya is a unique platform where a consumer can file a consumer complaint against the company to resolve quickly. It works for consumer protection in India. It helps consumers in getting replacement, refund and return as soon as possible. It starts a social media campaign, sends emails to the company, sends registered notice to the company and helping consumers in approaching in consumer court in India. Sometimes anonymous and fake complaints also filed in such forums. Even customers filed many such complaints on Microsoft too. How to resolve such consumer complaints obtained through online complaint forums? | Level 4 | Analysing |
| 3 | What are the various contributions can be made by the retail companies for sustainability on the demand side of their value chain that helps them to make sustainable buying decisions? (i. e., promoting sustainable consumer behaviour). | Level 4 | Analysing |
| 4 | Online marketing offers great promise for the future. Assume that you were the sales manager for a local travel agency. Make a case that would persuade your superiors that going online would be a good investment. Be sure to cite positive and negative consequences. | Level 5 | Evaluating |
| 5 | A customer satisfaction survey revealed that customers did not value the quality of their premium priced products and believed them to be overpriced- Criticize. | Level 5 | Evaluating |