# TUTOR MARKED ASSIGNMENT (TMA)

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| **Course Code** | **:** | **BRL-102** |
| **Course Title** | **:** | **Introduction to Retail Marketing** |
| **Assignment Code** | **:** | **BRL-102/TMA/2026-27** |
| **Coverage** | **:** | **All Blocks** |

**Maximum Marks: 100**

**Attempt all the questions.**

## (A) Short Type Questions

**1.** What do you understand by the term "marketing mix"? Explain with an example. **(10)**

**2.** What are the types of consumer decision making process? **(10)**

**3.** Explain the influence of situational variables on shopping behaviour. **(10)**

**4.** What are the main types of selling? **(10)**

**5.** What are the qualities of effective sales person? **(10)**

**6.** What determines customer needs? **(10)**

**7.** Explain SPANCO Sales process. **(10)**

## (B) Essay Type Questions

**8.** Describe Retail Promotion. What are the types of Retail Promotion and how does Retail Promotion impact Consumer Buying Behaviour? **(15)**

**9.** How does Advertising help in Product Promotion? And explain various categories of advertising with specific examples. **(15)**

## 1. What do you understand by the term “marketing mix”? Explain with an example. (10)

### Answer

The marketing mix is the combination of controllable decisions that an organisation uses to satisfy the needs of a chosen market and achieve its marketing objectives. It converts a broad marketing strategy into practical decisions about what to offer, what to charge, where to make the offering available and how to communicate its value. The elements must support one another: a premium product with an unreliable distribution system or misleading low-price advertising is unlikely to deliver a consistent customer experience.

### The four Ps of the marketing mix

**Product** means the complete bundle of benefits offered to a customer. A retailer decides the product range, brands, sizes, packaging, quality, design, warranties, return rules and after-sales services. In retailing, product also includes assortment: a neighbourhood grocery store may emphasise daily essentials, while a specialist sports outlet offers expert advice and technical accessories. Retailers must match these decisions with the needs of their target shoppers and update the assortment as tastes change.

**Price** is the money and other costs a customer gives up to obtain the product. Decisions include selling price, discounts, credit facilities, instalment options and perceived value. A retailer may follow cost-plus pricing, competitive pricing or value-based pricing. Customers often use price as a quality signal, but an attractive price cannot compensate for unreliable products. Price also determines the retailer's gross margin and capacity to fund operations.

**Place** refers to how and where the product reaches the customer. For retail businesses, this includes store location, convenient opening hours, shelf availability, inventory replenishment, website design, delivery networks and click-and-collect facilities. Efficient distribution reduces stock-outs and the time or effort a customer spends shopping. Modern retailers often connect physical and digital channels so customers can browse online and collect or return goods at a store.

**Promotion** consists of methods used to inform, persuade and remind shoppers. Advertising, personal selling, sales promotions, public relations, social media and in-store displays are examples. A promotion should explain a genuine benefit and be aimed at the people most likely to value it. For example, advertisements may introduce a new product, while product demonstrations reduce uncertainty about its use.