TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL–108**
Course Title	**:**	**Retail Operations and Store Management**
Assignment Code	**:**	**BRL–108/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain consumer buying behaviour in retail. Discuss the factors influencing consumer decision-making in a product category with suitable examples. **(10)**

2. Explain the process of store site selection. Discuss the major factors that should be considered while selecting a retail location with the help of example. **(10)**

3. Discuss the importance of store layout and design in retail operations. Explain different elements of visual merchandising used in retail stores. **(10)**

4. Explain the marketing implications for high and low involvement product categories with help of suitable examples. **(10)**

5. Discuss the retail promotional mix. Explain how advertising, sales promotion, and other promotional tools contribute to retail performance. **(10)**

6. Explain the concept of Balanced Scorecard in retail operations. How can retailers use financial and non-financial measures to improve the performance? **(10)**

7. Discuss various retail pricing strategies. Explain the factors affecting pricing decisions in retail organizations. **(10)**

(B) Essay Type Questions

8. Discuss in detail the customer retention and loyalty strategies adopted by modern retailers. How can CRM and loyalty programmes enhance long-term customer value? **(15)**

9. Discuss the strategic importance of merchandise planning, category management, and human resource management in achieving retail competitiveness and profitability. **(15)**

1. Explain consumer buying behaviour in retail. Discuss the factors influencing consumer decision-making in a product category with suitable examples. (10)

Answer

Consumer buying behaviour refers to the activities and mental processes through which individuals recognise needs, search for information, evaluate choices, buy products, use them and assess their satisfaction. Retailers must understand not merely what a customer buys but why, when, where, how frequently and under whose influence the purchase occurs. Shopping behaviour includes planned and impulse purchases, online research, store visits, payment choices and post-purchase responses. It directly affects assortment, shelf space, service, pricing and promotion.

Stages of the buying decision process. The process normally begins with *need recognition*: a shopper notices a gap between the present and desired situation, perhaps when an old smartphone becomes unreliable. During *information search*, the shopper consults previous experience, friends, product reviews, advertising and store staff. In *evaluation of alternatives*, the customer compares price, brand, attributes, warranty and availability. The *purchase decision* selects the product, retailer, channel and payment method, but stock-outs or an unpleasant store experience can still change the decision. Finally, *post-purchase evaluation* produces satisfaction, complaints, recommendations or returns. These stages may be compressed for routine grocery purchases and prolonged for expensive durable goods.

Cultural and social influences. Culture shapes food, clothing and festival consumption, while regional preferences affect brands and package sizes. Social class, income-related lifestyles and reference groups influence perceived value and acceptable brands. Family members often perform different roles: a child may initiate a cereal request, a parent may evaluate nutrition and the household purchaser makes payment. Online influencers, peer reviews and neighbourhood recommendations can also affect brand credibility. Retailers respond with locally relevant assortments and trustworthy demonstrations rather than assuming all consumers have identical preferences.

Personal and economic factors. Age, life-cycle stage, occupation, household size, disposable income, location and lifestyle alter buying patterns. A student may prioritise affordability and data capacity when buying a phone; a working professional may emphasise camera performance, security and after-sales service. Price inflation, financing options and perceived future expenses can move customers to smaller packs or private labels. Individual personality and shopping