TUTOR MARKED ASSIGNMENT

Course Code	**:**	**BRL-002**
Course Title	**:**	**Retail Marketing and Communication**
Assignment Code	**:**	**BRL-002/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. "Marketing deals with customer solutions". Explain this concept in the light of retail marketing. **(10)**

2. What are the factors that influence consumer behavior in retail banking? **(10)**

3. Explain the importance of personal selling from the perspective of manufacturer. **(10)**

4. Explain McClelland's three needs theory. **(10)**

5. How do we measure effectiveness of in – store promotions? **(10)**

6. Elaborate upon AIDAS approach and its applicability in the field of marketing. **(10)**

7. Explain few strategies to be used for Budget sourcing. **(10)**

(B) Essay Type Questions

8. What are the different types of stores? Explain them along their product specifications. **(15)**

9. What are the steps in individual selling? How are they different from the B2B selling? **(15)**

1. “Marketing deals with customer solutions”. Explain this concept in the light of retail marketing. (10)

Answer

Meaning of customer solutions. Marketing is not simply the activity of advertising products or persuading people to buy. It begins with understanding a customer's problem, expectation or desired benefit and ends with delivering a satisfactory solution. A shopper purchasing a pressure cooker, for example, is not merely buying metal utensils; the shopper seeks safe, convenient and economical cooking. The retailer must therefore explain appropriate capacity, safety features, price, warranty and after-sales support. The product becomes a solution when it fits the actual need and offers value greater than the total sacrifice made by the customer.

Retail marketing as a customer-oriented activity. Retailers occupy the final link between producers and consumers. Their success depends on knowing who their customers are, when and where they shop, how much they can spend and what problems they experience. Rather than buying merchandise first and finding customers later, an effective retailer studies local demand, selects a suitable assortment and presents goods in convenient quantities. A neighbourhood store might stock small packs for households with limited daily budgets, while a large supermarket can offer family-size packs, broader choices and planned weekly shopping.

Creating the right assortment. Retail customers usually seek a complete solution to a shopping task. A student buying stationery may also need notebooks, pens, geometry instruments and printing services. Keeping complementary products together saves time and search effort. In clothing retailing, correct sizes, trial rooms, alterations and coordinated accessories matter as much as the garments themselves. Assortment planning must reflect lifestyles, local seasons, product quality, preferred brands and the relative importance of variety versus affordable prices. Stock-outs weaken the customer's solution even when advertising is attractive.

Applying the retail marketing mix. Product refers to the range, quality, presentation and services offered; price must communicate value and affordability; place includes store location, accessibility, opening hours and online availability; and promotion must give accurate information about useful benefits. Retailers also manage people, processes and the physical environment. For instance, clear aisle signs, quick checkout, courteous staff, transparent return conditions and secure payment facilities remove difficulties from the buying process. A promotion that brings customers into a poorly stocked store cannot compensate for an unsatisfactory experience.