

**Scheme Of Evaluation
Internal Assessment Test 1 – September 2019**

Sub:

Consumer Behavior

Code: 18MBAMM302

Date: 14-10-2019 Duration: 90mins Max Marks: 50 **Sem:** III

Branch: MBA

Note: Part A - Answer Any Two Full Questions (15*02=30 Marks)

Part B - Compulsory (20*1=20 marks)

Part	Question #	Description	Marks Distribution		Max Marks	
A	1	a)	Meaning of retail marketing strategy in 3 lines	1 M each	3 M	20 M
		b)	Diagram – Positioning the retail store Explanation on any 3 core dimensions of retail store	1 M 2 M	7 M	
		c)	Explanation of pricing strategies	10 M	10 M	
	2	a)	List of the 7 rights of merchandising	3 M	3 M	20 M
		b)	Explanation on 3 types of retail market areas	7 M	7 M	
		c)	Explanation on price-setting activities	10 M	10 M	
	3	a)	Mention the formula	3 M	3 M	20 M
		b)	Classification of store exteriors	7 M	7 M	
		c)	3 roles of VM Techniques in VM	1 M each 7 M	10 M	
B	4	a)	10 areas of retail business	0.5 M each	5 M	10 M
		b)	Justification on any 2 from the above	5 M	5 M	