

Quadrant IV – Assessment (Module –wise)

Programme	: Bachelor of Commerce (Third Year)
Subject	: Commerce
Paper Code	: COD107
Paper Title	: DSE-2 Retail Management Strategies
Unit	: Unit-II Understanding The Retail Consumer
Module Name	: Changing Trends among the Indian Consumers
Module No	: 07
Name of the Presenter:	Sushila Telgiri

I. Answer the following in not more than 50 words:

1. How change in demographics have affected the consumer behaviour
2. What are Freebies?
3. How has the Indian consumer changed?

II. Answer the following in not more than 100 words:

1. State and explain the various changing trends among the Indian customers.
2. Explain the factors responsible for changing trends in Indian consumers.
3. What are the developments in retail that have come about as a consequence of the changed Indian consumer
4. How does the buying decision process differ when consumers are shopping on the internet compared with shopping in a 'brick & mortar' store?

III. Project work assignments:

- 1) Conduct an in-depth interview of two to three working women in your locality to describe the purchasing behaviour of independent working women while buying or shopping.
- 2) Identify and list various freebies offered by retailers of any outlets.