

MBCC AI Retail Transformation Playbook

Module 1 – Executive Foundations Quiz

1. Which is the biggest driver of AI adoption in retail?

- a) Customer demand for personalization
- b) Government regulations
- c) New store construction
- d) Employee turnover

Answer: a) Customer demand for personalization

2. The MBCC Playbook positions AI as:

- a) A short-term cost-saving tool
- b) A hype trend with limited ROI
- c) A long-term enterprise growth platform
- d) An isolated IT project

Answer: c) A long-term enterprise growth platform

3. Which is a barrier to AI adoption?

- a) Data availability
- b) Executive sponsorship
- c) Integration with ERP
- d) All of the above

Answer: d) All of the above

4. In MBCC's vision, AI enhances:

- a) Only back-office operations
- b) Customer engagement, supply chain, and finance
- c) Marketing campaigns only
- d) Store design exclusively

Answer: b) Customer engagement, supply chain, and finance

5. ROI from AI adoption in retail is typically visible within:

- a) 1–3 months

- b) 6–12 months
- c) 2–3 years
- d) Over 5 years

Answer: b) 6–12 months