

**Assignment No. 2**

**Course Code: EMKT509**

**Registration Number: \_\_\_\_\_**

**Instructions:**

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. Describe how does the size of and distance to a retail outlet affect store selection and purchase behaviour?  
Explain with an example.

[10 Marks] [CO4, L2]

**Signature of the Student\_\_\_\_\_**

**Page 1 of 2**

**Note:-**

**CO: is the Course Outcome as per your course syllabus.**

**L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).**

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**Q2. Outline how is the retail environment changing? How has consumers' preference shifted towards online shopping in light of the current times? What could be the reasons?**

**[10 Marks] [CO4, L4]**

**Signature of the Student\_\_\_\_\_**

**Page 2 of 2**

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