



# ICM

MARCH 2016

PEOPLE IN RETAIL: A CUSTOMER FOCUS

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Most retail management, such as supermarkets and department stores, are concerned with mass markets. That being the case, why do retailers still need to use the Segmentation, Targeting and Positioning (STP) concepts? [20]
  2. What is the importance of post-purchase evaluation in the purchasing process to the retailer? Discuss how the retailer may ensure that customer evaluation is positive. [20]
  3. Do customer loyalty schemes actually work? Discuss, with reference to TWO loyalty schemes of your choice. [20]
  4. What is the link between marketing and customer focus? [20]
  5. What are the key elements of customer service? Relate your answer to a retailer of your choice. [20]
  6. What is the role of market research in customer service? [20]
  7. How can customer service give retailers a competitive advantage? Discuss, with reference to TWO niche retailers of your choice. [20]
  8. Write a report to the management of a retailer of your choice, arguing that the retailer should concentrate on service levels as well as low prices, even in a recession. Back up your argument with current examples from a retail sector of your choice. [20]