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SASURIE COLLEGE OF ENGINEERING

SASURIE INSTITUTIONS

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate,Tirupur 638056

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION - 1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

SASURIE COLLEGE OF ENGINEERING

1.2 AcademicFlexibility(30)

1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

AND

1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years

VAC Title:	Retail Management and E-Commerce Strategy					
Resource Person:	Mr.Hariharan.J Director Centrio Group of Companies Madurai-625016			Mr.Kamalakannan Manager Centrio Group of Companies Madurai-625016		
Dat e of conduct from:	14.10.2019		**To:**	18.10.2019	**Duration:**	30Hours
Organized Department:	MBA					
Participant Year:	1/2	**Semester:**	**ODD**	**No. of Students Registered:**		27
Venue:	Lecture Hall I year MBA					

TABLE OF CONTENT

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

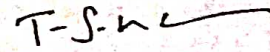Ref: SCE / MBA /Students / VAC / 2019 – 2020 / ODD   07.10.2019

CIRCULAR

In order to bridge the curricular gap between the Academic Syllabus and Industry requirements, Department of Master of Business Administration and IQAC of our Institution in association with **Centrio Group of companies**, is organizing a **Value Added Course (VAC)** for the students of I and II year of MBA on the title **"Retail Management and E-commerce Strategy"** from 14.10.2019 to 18.10.2019. At the end of the VAC, course completion certificates will be issued to the eligible participants as per the following norms.

- Students, who are securing **more than 70% on total score in the VAC test** and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended.

Resource Person Details	Mr.Harikaran.J, Director, Centrio Group of companies, Madurai-625016.	Mr.Kamalakannan, Manager, Centrio Group of companies, Madurai-625016.
Venue	Seminar Hall - MBA	

HoD/MBA   PRINCIPAL.

Copy to:
1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class In charges – I & II-MBA
5. I & II-MBA Students
6. MBA Notice Board
7. Department File

Dr.M.VIJAYAKUMAR, ME, Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref: SCE / MBA /Students / VAC / 2019 – 2020 / ODD   07.10.2019

SYLLABUS - VALUE ADDED COURSE
"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020 / ODD**

S.No.	Topics Covered	Duration (In Hours)	Date
1	Introduction to Retail Management and E-commerce	3	14.10.2019
2	Retail Business Models	3	14.10.2019
3	Consumer Behavior in Retail	3	15.10.2019
4	E-commerce Platforms and Technologies	3	15.10.2019
5	Supply Chain Management in Retail	3	16.10.2019
6	Digital Marketing for Retail	3	16.10.2019
7	Data Analytics in Retail	3	17.10.2019
8	Customer Relationship Management (CRM)	3	17.10.2019
9	Legal and Ethical Considerations in E-commerce	3	18.10.2019
10	Emerging Trends and Innovations in Retail	3	18.10.2019
	Total Hours	30	-

After successful completion of 30 Hours VAC, the assessment test for the VAC titled "Retail Management and E-commerce Strategy" will be conducted on 18.10.2019.

VAC Coordinator   HoD/MBA

Dr.M.VIJAYAKUMAR ME., Ph.D.,
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

STUDENTS PARTICIPATION LIST - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"
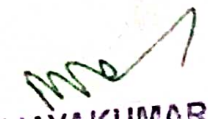### From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020 / ODD**

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732419631001	BAVADHARANI K	I/MBA
2.	732419631002	DURGADEVI S	I/MBA
3.	732419631003	GAYATHRI A	I/MBA
4.	732419631004	KAVIRAJ D	I/MBA
5.	732419631005	MAHES KUMAR M	I/MBA
6.	732419631006	MALINIPRIYA P J	I/MBA
7.	732419631007	MANIKANDAN B	I/MBA
8.	732419631008	MANIMEGALAI K	I/MBA
9.	732419631009	MEGALA V	I/MBA
10.	732419631010	MONIKA D	I/MBA
11.	732419631011	NIRANJANA C	I/MBA
12.	732419631012	NUVETHA M	I/MBA
13.	732419631013	POONGODI G	I/MBA
14.	732419631014	PRADEEPKUMAR S	I/MBA
15.	732419631016	PRIYADHARSHINI A	I/MBA
16.	732419631017	RAHULKRISHNA R	I/MBA
17.	732419631018	RANJITHA S	I/MBA
18.	732419631019	SANJEEVRAJ R	I/MBA
19.	732419631020	SARATH S	I/MBA
20.	732419631021	SATHISH KUMAR S	I/MBA
21.	732419631022	SAVITHA T	I/MBA
22.	732419631023	SRIRAJALAKSHMI M	I/MBA
23.	732419631024	SRIRAMKUMAR V	I/MBA
24.	732419631025	SRISANGEETHA G	I/MBA
25.	732419631026	SWATHI C	I/MBA
26.	732418631001	ANUSIYA PREETHI M	II/MBA
27.	732418631002	MUGESH SUTHAN M	II/MBA

VAC Coordinator   HoD/MBA

Dr.M.VIJAYAKUMAR ME., Ph.D.,
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020/ ODD**

S.No	Reg No.	Name of the Student	Year/ Branch	14.10.2019		15.10.2019		16.10.2019		17.10.2019		18.10.2019		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
1.	732419631001	BAVADHARANI K	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Bava.
2.	732419631002	DURGADEVI S	I/MBA	/	/	a	/	/	/	/	/	/	/	27	Durgadevi.
3.	732419631003	GAYATHRI A	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Gayathri
4.	732419631004	KAVIRAJ D	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Kaviraj
5.	732419631005	MAHES KUMAR M	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Mahes.
6.	732419631006	MALINIPRIYA P J	I/MBA	/	/	/	a	/	/	/	/	/	/	27	Malinipriya.
7.	732419631007	MANIKANDAN B	I/MBA	/	/	/	/	a	a	/	/	/	/	24	MANIKANDAN.
8.	732419631008	MANIMEGALAI K	I/MBA	/	/	/	/	/	a	/	/	/	/	27	Mani /
9.	732419631009	MEGALA V	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Megala
10.	732419631010	MONIKA D	I/MBA	/	/	a	/	/	/	/	/	/	/	27	Monika
11.	732419631011	NIRANJANA C	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Niranjana
12.	732419631012	NUVETHA M	I/MBA	/	/	/	a	/	a	/	/	/	/	24	Nuvetha
13.	732419631013	POONGODI G	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Poongodi.

STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE

S.No	Reg No.	Name of the Student	Year/ Branch	14.10.2019		15.10.2019		16.10.2019		17.10.2019		18.10.2019		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
14.	732419631014	PRADEEPKUMAR S	I/MBA	/	/	/	/	a	/	/	/	/	/	27	Pradee..
15.	732419631016	PRIYADHARSHINI A	I/MBA	/	/	/	/	/	/	/	/	/	/	30	
16.	732419631017	RAHULKRISHNA R	I/MBA	/	a	/	/	/	/	7	/	/	/	27	Raguvaran
17.	732419631018	RANJITHA S	I/MBA	/	/	a	/	/	a	/	/	/	/	24	
18.	732419631019	SANJEEVRAJ R	I/MBA	/	/	/	/	/	/	a	/	/	/	27	Sanjeev.
19.	732419631020	SARATH S	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Sarath
20.	732419631021	SATHISH KUMAR S	I/MBA	/	/	/	/	/	a	/	/	/	/	27	
21.	732419631022	SAVITHA T	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Savitha.
22.	732419631023	SRIRAJALAKSHMI M	I/MBA	/	/	/	/	/	/	/	/	/	/	30	
23.	732419631024	SRIRAMKUMAR V	I/MBA	/	/	/	/	/	/	/	/	/	/	30	
24.	732419631025	SRISANGEETHA G	I/MBA	/	/	/	a	/	/	/	/	/	/	27	
25.	732419631026	SWATHI C	I/MBA	/	/	/	/	a	/	/	a	/	/	24	Swathi
26.	732418631001	ANUSIYA PREETHI M	II/MBA	/	/	/	/	/	/	/	/	a	/	27	
27.	732418631002	MUGESH SUTHAN M	II/MBA	/	/	/	/	/	/	/	/	/	/	30	

VAC Coordinator

HoD/MBA

Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).

Report on Value Added Course

Title:	**Retail Management and E-commerce Strategy**

Resource Person:	Mr.Harikaran.J, Director, Centrio Group of companies, Madurai-625016.	Mr.Kamalakannan, Manager, Centrio Group of companies, Madurai-625016.		
Date of conduct from :	14.10.2019	To: 18.10.2019	Duration:	30 Hours
Organized by :	MASTER OF BUSINESS ADMINISTRATION and IQAC in association with Centrio Group of companies			
Academic Year:	2019.– 2020		Semester:	ODD
Participant Year:	I & II Year MBA	No. of Students Participated :		27
Venue:	Seminar Hall - MBA			

Outcome of Value Added Course (VAC)

At the end of the Course, Students can be able to

- Analyze and compare traditional brick-and-mortar retail models with various e-commerce business models.
- Evaluate and interpret consumer behavior in both traditional and digital retail environments, helping businesses tailor their strategies to meet customer expectations.
- Identify and implement suitable e-commerce platforms and technologies, ensuring a seamless online shopping experience for customers.
- Acquire skills in optimizing supply chain management for retail, including inventory management.
- Identify and adapt to emerging trends and innovations in retail, staying ahead of the curve and positioning businesses for long-term success.

Assessment Process

- Students, who are securing **more than 70% on total score in the VAC test** and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended
- Total Score = (0.5 *Attendance in VAC out of 100 percentage + 0.5 *Test mark in VAC out of 100 marks)

No. of students successfully completed the VAC course is **27 Students** based on the above assessment process.
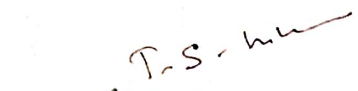
VAC Co-ordinator	HoD/ MBA	Principal

Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms................................**BAVADHARANI K, I MBA**... has

successfully completed the **Value Added Course** titled "Retail Management and E-Commerce Strategy" Organized by

the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering

and Centrio Group of Companies from **14-10-2019** to **18-10-2019** (5 Days).

Co-ordinator

Head of the Department

Principal

Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt)

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Vijayamangalam, Tiruppur

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms................................DURGADEVI S , I MBA...has

successfully completed the **Value Added Course** titled "Retail Management and E-Commerce Strategy" Organized by

the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering

and Centrio Group of Companies from **14-10-2019** to **18-10-2019** (5 Days).

Co-ordinator

Head of the Department

Principal

Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 000 000, Tirupur (Dt).

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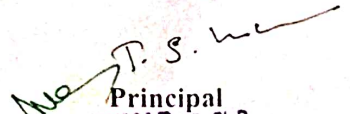**SASURIE INSTITUTIONS** · Vijayamangalam, Tiruppur.

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms. **ANUSIYAPREETHI M, II MBA** has

successfully completed the Value Added Course titled "Retail Management and E-Commerce Strategy" Organized by

the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering

and Centrio Group of Companies from **14-10-2019** to **18-10-2019** (5 Days). .

Co-ordinator

Head of the Department

Principal
Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
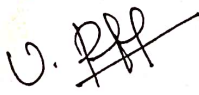Vijayamangalam - 638 056, Tirupur (Dt).

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SASURIE
INSTITUTIONS
Vijayamangalam, Tiruppur

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms................................**MUGESH SUTHAN M, II MBA**................................ has

successfully completed the Value Added Course titled "Retail Management and E-Commerce Strategy" Organized by

the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering

and Centrio Group of Companies from **14-10-2019** to **18-10-2019** (5 Days). .

Co-ordinator

Head of the Department

Principal
Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
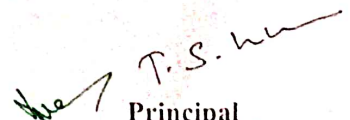SASURIE COLLEGE OF ENGINEERING,
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION PAPER - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020 / ODD**

Date of Test : 18.10.2019

MULTIPLE CHOICE QUESTIONS (25 X 1 – 25 Marks)

Name of the Student: Year/Sem:

AU Register Number:

Answer all the questions:

1. What is the primary focus of the course "Retail Management and E-commerce Strategy"?
   a) Logistics in E-commerce
   b) Marketing in Retail
   c) Both a and b
   d) None of the above

2. Which business model combines both physical and online retail presence?
   a) Brick-and-Mortar
   b) E-commerce Only
   c) Hybrid
   d) Omnichannel

3. What is the significance of understanding consumer behavior in retail?
   a) To increase operational efficiency
   b) To tailor strategies to customer preferences
   c) To reduce supply chain costs
   d) None of the above

4. Which technology is commonly used for a seamless customer experience in e-commerce?
   a) Virtual Reality (VR)
   b) Augmented Reality (AR)
   c) Both a and b
   d) None of the above

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5. What does CRM stand for in the context of retail management?
   a) Customer Relationship Management
   b) Centralized Retail Management
   c) Customer Resource Management
   d) Centralized Resource Management

6. Which strategy involves using multiple channels for a unified customer experience?
   a) Multichannel
   b) Cross-channel
   c) Omnichannel
   d) Unichannel

7. What is the primary goal of supply chain management in retail?
   a) Maximizing profits
   b) Minimizing inventory
   c) Efficiently managing the flow of goods
   d) All of the above

8. What does SEO stand for in digital marketing?
   a) Social Engagement Optimization
   b) Search Engine Optimization
   c) Sales Enhancement Online
   d) None of the above

9. In e-commerce, what does the term "Fulfillment" refer to?
   a) Completing a customer order
   b) Customer satisfaction
   c) Marketing strategies
   d) None of the above

10. Which legal aspect is crucial for e-commerce businesses to consider?
    a) Intellectual Property
    b) Customer Loyalty
    c) Market Competition
    d) All of the above

11. Which data-driven strategy helps in creating personalized customer experiences?
    a) Data Aggregation
    b) Data Segregation
    c) Data Analytics
    d) Data Encryption

12. What is the primary focus of sustainable and ethical retail practices?

a) Maximizing profits
b) Reducing environmental impact
c) Expanding market share
d) None of the above

13. Which social media platform is commonly used for marketing in retail?
   a) LinkedIn
   b) Instagram
   c) Both a and b
   d) None of the above

14. What is the primary role of data analytics in retail?
   a) Enhancing customer experience
   b) Managing employee schedules
   c) Setting retail prices
   d) All of the above

15. What is the primary purpose of legal and ethical considerations in e-commerce?
   a) Ensuring customer satisfaction
   b) Complying with regulations and standards
   c) Maximizing profits
   d) None of the above

16. What is the term for the integration of physical and digital retail experiences?
   a) Cross-channel
   b) Hybrid
   c) Multichannel
   d) None of the above

17. Which technology allows customers to virtually try products before purchase?
   a) Virtual Reality (VR)
   b) Augmented Reality (AR)
   c) Artificial Intelligence (AI)
   d) Both b and c

18. What does the term "Omnichannel" imply in retail?
   a) Single-channel strategy
   b) Multiple channels operating independently
   c) Unified and seamless customer experience across channels
   d) None of the above

19. What is the primary goal of supply chain optimization in retail?
   a) Reducing customer satisfaction

b) Decreasing inventory costs

c) Improving operational efficiency

d) All of the above

20. Which metric is commonly used to measure the success of digital marketing efforts?

a) Return on Investment (ROI)

b) Inventory Turnover

c) Customer Complaints

d) None of the above

21. What does the term "Brick-and-Mortar" refer to in retail?

a) Online-only businesses

b) Physical store presence

c) Both a and b

d) None of the above

22. In e-commerce, what is the purpose of an SSL certificate?

a) Enhancing website aesthetics

b) Securing online transactions and data

c) Social Media Integration

d) None of the above

23. What is the primary objective of customer segmentation in data analytics?

a) Treating all customers the same

b) Tailoring marketing strategies to different customer groups

c) Reducing overall customer base

d) None of the above

24. What role does augmented reality play in retail?

a) Enhancing customer experience

b) Reducing product variety

c) Minimizing customer engagement

d) All of the above

25. What is the primary advantage of an omnichannel strategy for retail businesses?

a) Increased operational costs

b) Consistent and seamless customer experience

c) Limited customer reach

d) None of the above

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION ANSWER KEY - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020 / ODD**

Date of Test : 18.10.2019

1	c	6	c	11	c	16	b	21	b
2	c	7	c	12	b	17	d	22	b
3	b	8	b	13	b	18	c	23	b
4	c	9	a	14	a	19	c	24	a
5	a	10	a	15	b	20	a	25	b

VAC Coordinator

Dr.M.VIJAYAKUMAR M.,Ph..
PRINCIPAL
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TEST QUESTION PAPER - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020 / ODD**

Date of Test : 18.10.2019

MULTIPLE CHOICE QUESTIONS (25 X 1 = 25 Marks)

Name of the Student: Baradharani - K   Year/Sem: I /I.

AU Register Number: 732419631001.

$\frac{21}{25}$

Answer all the questions:

1. What is the primary focus of the course "Retail Management and E-commerce Strategy"?
   a) Logistics in E-commerce
   b) Marketing in Retail
   ✓) Both a and b
   d) None of the above

2. Which business model combines both physical and online retail presence?
   a) Brick-and-Mortar
   b) E-commerce Only
   c) ✓ Hybrid
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3. What is the significance of understanding consumer behavior in retail?
   a) To increase operational efficiency
   b) ✓ To tailor strategies to customer preferences
   c) To reduce supply chain costs
   d) None of the above

4. Which technology is commonly used for a seamless customer experience in e-commerce?
   a) Virtual Reality (VR)
   b) Augmented Reality (AR)
   c) ✓ Both a and b
   d) None of the above

Dr.M.VIJAYAKUMAR ME., Ph.D.,
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Vijayamangalam - 638 056, Tirupur (Dt).

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5. What does CRM stand for in the context of retail management?
   a) Customer Relationship Management
   b) Centralized Retail Management
   c) Customer Resource Management
   d) Centralized Resource Management

6. Which strategy involves using multiple channels for a unified customer experience?
   a) Multichannel
   b) Cross-channel
   c) Omnichannel
   d) Unichannel

7. What is the primary goal of supply chain management in retail?
   a) Maximizing profits
   b) Minimizing inventory
   c) Efficiently managing the flow of goods
   d) All of the above

8. What does SEO stand for in digital marketing?
   a) Social Engagement Optimization
   b) Search Engine Optimization
   c) Sales Enhancement Online
   d) None of the above

9. In e-commerce, what does the term "Fulfillment" refer to?
   a) Completing a customer order
   b) Customer satisfaction
   c) Marketing strategies
   d) None of the above

10. Which legal aspect is crucial for e-commerce businesses to consider?
    a) Intellectual Property
    b) Customer Loyalty
    c) Market Competition
    d) All of the above

11. Which data-driven strategy helps in creating personalized customer experiences?
    a) Data Aggregation
    b) Data Segregation
    c) Data Analytics
    d) Data Encryption

12. What is the primary focus of sustainable and ethical retail practices?

a) Maximizing profits
b) Reducing environmental impact
c) Expanding market share
d) None of the above

13. Which social media platform is commonly used for marketing in retail?
   a) LinkedIn
   b) Instagram
   c) Both a and b
   d) None of the above

14. What is the primary role of data analytics in retail?
   a) Enhancing customer experience
   b) Managing employee schedules
   c) Setting retail prices
   d) All of the above

15. What is the primary purpose of legal and ethical considerations in e-commerce?
   a) Ensuring customer satisfaction
   b) Complying with regulations and standards
   c) Maximizing profits
   d) None of the above

16. What is the term for the integration of physical and digital retail experiences?
   a) Cross-channel
   b) Hybrid
   c) Multichannel
   d) None of the above

17. Which technology allows customers to virtually try products before purchase?
   a) Virtual Reality (VR)
   b) Augmented Reality (AR)
   c) Artificial Intelligence (AI)
   d) Both b and c

18. What does the term "Omnichannel" imply in retail?
   a) Single-channel strategy
   b) Multiple channels operating independently
   c) Unified and seamless customer experience across channels
   d) None of the above

19. What is the primary goal of supply chain optimization in retail?
   a) Reducing customer satisfaction

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b) Increasing inventory costs
✓ Improving operational efficiency
d) All of the above

20. Which metric is commonly used to measure the success of digital marketing efforts?
   a) Return on Investment (ROI)
   b) Inventory Turnover
   c) Customer Complaints
   ✓ None of the above

21. What does the term "Brick-and-Mortar" refer to in retail?
   a) Online-only businesses
   b) Physical store presence
   c) Both a and b
   d) None of the above

22. In e-commerce, what is the purpose of an SSL certificate?
   a) Enhancing website aesthetics
   b) Securing online transactions and data
   c) Social Media Integration
   d) None of the above

23. What is the primary objective of customer segmentation in data analytics?
   a) Treating all customers the same
   b) Tailoring marketing strategies to different customer groups
   c) Reducing overall customer base
   d) None of the above

24. What role does augmented reality play in retail?
   a) Enhancing customer experience
   b) Reducing product variety
   c) Minimizing customer engagement
   d) All of the above

25. What is the primary advantage of an omnichannel strategy for retail businesses?
   a) Increased operational costs
   b) Consistent and seamless customer experience
   c) Limited customer reach
   d) None of the above

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ASSESMENT SHEET - VALUE ADDED COURSE

"Retail Management and E-commerce Strategy"

From 14.10.2019 to 18.10.2019 (5 days)

Duration : 30 Hours   **Academic Year : 2019 -2020/ ODD**

S.No	Reg No.	Name of the Student	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL Score (100) (50% of A + 50% of B)
				No. of Hours Attended	Attendance Score (100) (A)	No. of Correct Answers	MCQ Score (100) (B)	
1.	732419631001	BAVADHARANI K	I/MBA	30	100	21	84	92
2.	732419631002	DURGADEVI S	I/MBA	27	90	19	76	83
3.	732419631003	GAYATHRI A	I/MBA	30	100	19	76	88
4.	732419631004	KAVIRAJ D	I/MBA	30	100	19	76	88
5.	732419631005	MAHES KUMAR M	I/MBA	30	100	21	84	92
6.	732419631006	MALINIPRIYA P J	I/MBA	27	90	21	84	87
7.	732419631007	MANIKANDAN B	I/MBA	24	80	20	80	80
8.	732419631008	MANIMEGALAI K	I/MBA	27	90	21	84	87
9.	732419631009	MEGALA V	I/MBA	30	100	20	80	90
10.	732419631010	MONIKA D	I/MBA	27	90	19	76	83
11.	732419631011	NIRANJANA C	I/MBA	30	100	19	76	88
12.	732419631012	NUVETHA M	I/MBA	24	80	20	80	80
13.	732419631013	POONGODI G	I/MBA	30	100	21	84	

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