

- Q.17 What is the significance of consumer safety in retail.
- Q.18 Discuss the term "consumer responsibility".
- Q.19 Describe one model of consumer decision-making.
- Q.20 Briefly explain how marketers can respond to consumer issues effectively.
- Q.21 What is the importance of understanding consumer attitudes in retail marketing?
- Q.22 Discuss marketing ethics in relation to consumer protection.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Discuss the impact of cultural factors on retail consumer behaviour, provide examples to illustrate their influence on purchasing decisions and shopping habits.
- Q.24 Explain how personal influences, such as lifestyle and social status, affect retail consumer behaviour, and discuss how retailers can tailor their marketing strategies to target different consumer segments effectively.
- Q.25 Analyse the role of technology in shaping modern retail consumer behaviour, including online shopping trends, digital marketing strategies, and the integration of e-commerce platforms with brick-and-mortar stores.

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#### 4th Sem./ DBM Retail

#### Subject : Retail Shopper's Behaviour

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What is the primary purpose of consumer segmentation in retail.
- a) To identify profitable market segments
  - b) To decrease competition
  - c) To standardize marketing strategies
  - d) To eliminate consumer homogeneity
- Q.2 Which stage of the consumer buying decision process involves gathering information about product alternatives?
- a) Problem recognition
  - b) Evaluation
  - c) Post-purchase behaviour
  - d) Purchase decision

- Q.3 In retail, what situational variable refers to the physical characteristics of the shopping environment.
- Social setting
  - Behaviour or rural retail shopper
  - Physical setting
  - Psychological setting
- Q.4 What demographic factor focuses on the internal traits that influence a retail shopper's behaviour?
- Age
  - Gender
  - Education
  - Personality
- Q.5 What term refers to the process by which a retail shopper acquires, interprets, and retains information about products and services?
- Consumer perception
  - Consumer motivation
  - Consumer learning
  - Consumer attitudes
- Q.6 Which aspect of consumerism emphasizes providing accurate and transparent information about products and services?
- Consumer safety
  - Consumer information
  - Consumer responsibilities
  - Marketing ethics

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## SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Consumer segmentation aims to treat all consumers alike without considering their individual preferences.(True/False)
- Q.8 Post-purchase behaviour is relevant for retailers. (True/False)
- Q.9 Cultural factors, such as values and beliefs, have influence on retail consumer behaviour. (True/False)
- Q.10 Personality is a static trait that remains unchanged throughout an individual's lifetime.(True/False)
- Q.11 Consumer information focuses solely on advertising and promotional messages conveyed by marketers. (True/False)
- Q.12 Marketing ethics toward consumers primarily involves exploiting consumer vulnerabilities for financial gain. (True/False)

## SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 What is the role of branding in retail consumer behaviour?
- Q.14 Discuss the term "consumer demographics".
- Q.15 Explain the concept of "consumer motivation" in detail.
- Q.16 Briefly describe the influence of social setting on retail consumer behaviour.

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