

- Q.28 Give the example of some social responsibilities of Retailers.
 - Q.29 Differentiate the data on the behalf of their nature.
 - Q.30 Suggest some points to promote the customer loyalty.
 - Q.31 Explain the main factor affecting the customer behavior.
 - Q.32 Explain the process of consumer decision making in proper sequence.
 - Q.33 Why the ethical study some important in context to the retail industry ?
 - Q.34 Explain the Methods of survey.
 - Q.35 What are the main characteristics of Primary data ?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 What is Cultural and social environment ? Describe the importance of ethics and social responsibility for a retailer.

Q.37 What is shopper behavior and explain the needs of the study of shopper's behavior in modern retailing business.

Q.38 Discuss main objectives of consumer Research ? Differentiate between market and consumer research.

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4th Sem / DBM, DBM / IPM

Subject:- Retail shopper's Behaviour

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 is synonymous of shopper

 - a) Consumer b) User
 - c) Customer d) All of these

Q.2 This is not an importance of social Responsibility

 - a) Respects to culture
 - b) Respects to social Norms
 - c) Sense of Heterogeneous
 - d) All of these

Q.3 Shopping and Amusement together is feature of.....Retail

 - a) Modern b) Traditional
 - c) None d) All of these

Q.4 Demographic environment is important to Know

 - a) Preferences to shopper
 - b) Taste of shopper
 - c) Needs of shopper
 - d) All of these

- Q.5 Shopping means.....
 a) Buying b) Selling
 c) Customer d) Buying & Selling
- Q.6 Market research helps in
 a) Segmentation b) Targeting
 c) Positioning d) All of these
- Q.7wins customer loyalty
 a) Product b) Brand
 c) Packaging d) All of these
- Q.8 Consumer decision making can be most influenced by.....
 a) Peer Group b) Society
 c) Culture d) State
- Q.9 Retailing is.....
 a) Business of small Quantities
 b) Margin is Profit
 c) Deals to final customer
 d) All of these
- Q.10 Factors affecting shopper
 a) Family b) Friends
 c) Both d) All of these

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Buying with planning is called Impulse Purchase.
 (T/F)

- Q.12 Meaningful information is called data. (T/F)
 Q.13 Data collection tools questionnaire and schedule.
 (T/F)
- Q.14 Sample is not a part of universe. (T/F)
 Q.15 Survey creates primary source of data. (T/F)
 Q.16 Gifts and coupon creates a customer delight. (T/F)
 Q.17 Primary Data are previously printed. (T/F)
 Q.18 Ethics guide the behavior. (T/F)
 Q.19 Social responsibility of business also defined by law.
 (T/F)
- Q.20 Secondary are raw data collected directly from source (T/F)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Explain how to determine the needs of a shopper.
 Q.22 What are the benefits of customer loyalty ?
 Q.23 Explain the process of market research in detail
 Q.24 Discuss the main objectives of customer's demographic study.
 Q.25 What are the tools of data collection involved in research ?
 Q.26 Discuss the scope of customer research in detail.
 Q.27 Differentiate between consumer research and market research.