

- Q.16 Narrate the demographic factor that influences retail consumer behaviour.
- Q.17 Discuss consumer perception in the context of retail.
- Q.18 What is the primary focus of consumerism?
- Q.19 Briefly explain the concept of consumer learning.
- Q.20 Narrate environmental factors that influence retail consumer behaviour.
- Q.21 What is the importance of consumer attitudes in retail?
- Q.22 Define marketing ethics in relation to consumer welfare.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Describe the stages of the consumer buying decision process in detail and explain the significance of each stage in retail.
- Q.24 Discuss the various factors that contribute to consumer segmentation in retail and provide examples of how retailers can effectively target segmented markets.
- Q.25 Explain the concept of consumerism, its historical roots, and discuss its impact on modern retail practices.

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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 main focus of studying retail shopper behaviour?
 a) Analysing market trends
 b) Understanding consumer preferences
 c) Identifying competitor strategies
 d) Assessing advertising effectiveness
- Q.2 Which of the following best describes the distinction between a buyer and a consumer in the context of retail?
 a) A buyer purchases goods for personal use, while a consumer purchases for resale.
 b) A buyer is influenced by marketing strategies, while a consumer is not.
 c) A buyer and a consumer are interchangeable terms in retail.
 d) A buyer refers to an individuals who purchases goods, while a consumer refers to the individual who uses or consumes them.

- Q.3 Which stage of the consumer buying decision process involves the recognition of a problem or need?
- Evaluation
 - Post-purchase behaviour
 - Problem recognition
 - Purchase decision
- Q.4 What environmental factor refers to the physical and social surroundings that influence a retail shopper's behaviour?
- Economic factors
 - Psychological factors
 - Cultural factors
 - Situational variables
- Q.5 Which demographic factor focuses on an individual's perceptions, attitudes, and motivations?
- Personality
 - Age
 - Income
 - Education
- Q.6 What aspect of consumerism emphasizes the rights and responsibilities of consumers?
- Consumer safety
 - Consumer information
 - Consumer responsibilities
 - Marketer responses

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SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 Consumer segmentation in retail involves dividing the market into homogenous groups. True or False
- Q.8 Problem recognition is the first stage in the consumer buying decision process. True or False
- Q.9 Situational variables in retail, such as physical setting, have impact on consumer behaviour. True or False
- Q.10 Personality has no role in shaping a retail shopper's preferences and buying behaviour. True or False.
- Q.11 Consumer learning refers to the process of forgetting information about products and services. True or False
- Q.12 Marketing ethics primarily focuses on maximizing profits without considering consumer welfare. True/False

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Discuss consumer segmentation in retail.
- Q.14 List the situational variables that can influence a retail shopper's behaviour.
- Q.15 Briefly explain the concept of post-purchase behaviour.

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