

- 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.
- To identify profitable market segments
  - To decrease competition
  - To standardize marketing strategies
  - To eliminate consumer homogeneity
- Q.2 Which stage of the consumer buying decision process involves gathering information about product alternatives?
- Problem recognition
  - Evaluation
  - Post-purchase behaviour
  - 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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