

- 186743R/126743R/
106754R

M.M. : 100

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

- ## SECTION-D

Q.38 Elaborate the role of marketing research in understanding the retail markets and consumer.

- Q.5 Consumer product manufacturers study consumer behaviour to influence brand choice. (Yes/No)
- Q.6 The aspects that affect shopper behavior influenced by the retailer are_____.
- Store layout
 - Product placement promotions
 - Both A and B
 - None
- Q.7 According to the buyer decision process, the first stage is
- Need recognition
 - Information search
- Q.8 According to the buyer decision process, which is not the one of the stage
- Need recognition
 - Brand identification
- Q.9 _____includes all those processes by which an individual receives information about his environment-seeing, hearing feeling, tasting and smelling.
- Perception
 - learning
- Q.10 According to Maslow's Hierarchy of Needs, the lowest order of needs are called:
- Self-actualization needs
 - Social needs
 - Safety needs
 - Physiological needs

SECTION-B

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

- Q.11 Define perception.
- Q.12 Define Personality.
- Q.13 Write one demographic factor.
- Q.14 Write last step in consumer buying process.
- Q.15 What is consumer research?
- Q.16 State one channel of distribution.
- Q.17 What is social class?
- Q.18 Define customer loyalty.
- Q.19 Write one basis of consumer segmentation.
- Q.20 Give one example of impulse purchase.

SECTION-C

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

- Q.21 What is the need of studying shopper's behaviour?
- Q.22 Explain the type of consumer decision making.
- Q.23 why is it important to understand the retail market?
- Q.24 Write a note on customer loyalty.
- Q.25 what are the demographic factors affecting the retail shoppers?
- Q.26 Why are ethics necessary among consumers?
- Q.27 List out the elements of shopper's behaviour.