

- Q.28 What are the factors affecting shopper's behaviour?
- Q.29 Write a note on consumer segmentation.
- Q.30 Briefly explain the role of market research in retail.
- Q.31 How do consumer demographics affect the retailing of a product?
- Q.32 State the factors which encourage customer's loyalty and good behaviour.
- Q.33 Hoe does cultural factors affects consumer buying behaviour?
- Q.34 What are the features of a good market research?
- Q.35 Write a note on impulse purchase.

SECTION-D

Note: Long Answer type question. Attempt any two questions. (2x10=20)

- Q.36 Discuss in detail the various factors influencing retail business in India.
- Q.37 Why is consumer decision making important? Explain the process of consumer decision making.
- Q.38 Elaborate the role of marketing research in understanding the retail markets and consumer.

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4th Sem / DDBM, (IPM)
Subject : Retail Shopper's Behaviour

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Social class is an element of _____ factor.
 a) Social b) Cultural
 c) Personal d) Economic
- Q.2 A person who purchases a product or service either for his own consumption or for other is known as _____.
 a) Buyer b) Customer
 c) Consumer
- Q.3 In complex buying behaviour consumers are highly involved with the purchase. (True/False)
- Q.4 _____ is not a factor which influence the customer's decision making process.
 a) Socio-cultural background of shopper
 b) Information search
 c) Travel time and distance

- 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 _____.
a) Store layout
b) Product placement promotions
c) Both A and B
d) None
- Q.7 According to the buyer decision process, the first stage is
a) Need recognition b) Information search
- Q.8 According to the buyer decision process, which is not the one of the stage
a) Need recognition b) Brand identification
- Q.9 _____ includes all those processes by which an individual receives information about his environment-seeing, hearing feeling, tasting and smelling.
a) Perception b) learning
- Q.10 According to Maslow's Hierarchy of Needs, the lowest order of needs are called:
a) Self-actualization needs
b) Social needs
c) Safety needs
d) 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.