

- 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.

No. of Printed Pages : 4  
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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.....
- Buying
  - Selling
  - Customer
  - Buying & Selling
- Q.6 Market research helps in .....
- Segmentation
  - Targeting
  - Positioning
  - All of these
- Q.7 .....wins customer loyalty
- Product
  - Brand
  - Packaging
  - All of these
- Q.8 Consumer decision making can be most influenced by.....
- Peer Group
  - Society
  - Culture
  - State
- Q.9 Retailing is.....
- Business of small Quantities
  - Margin is Profit
  - Deals to final customer
  - All of these
- Q.10 Factors affecting shopper
- Family
  - Friends
  - Both
  - 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.