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47 (5) CBAR 5.5

2011

CONSUMER BEHAVIOUR AND RETAILING

Paper : 5.5

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following : 1×10=10

(A) Fill in the blanks :

(i) Anyone who regularly purchases goods from a store or a company would be termed as _____.
(consumer / customer)

(ii) Any change in _____ will have direct effect on consumer's buying (disposable income / discretionary income)

(iii) Economic model of consumer behaviour is _____ (Unidimensional / Multidimensional)

Contd.

(iv) _____ problem arises due to difference between actual and desired sales and for which immediate solution is required. (Routine / Emergency)

(v) _____ is the process of taking the total heterogenous market for a product and dividing it into several sub-markets. (Concentrated Marketing strategy / Differentiated Marketing strategy).

(B) State true or false :

(vi) Market development occurs when a firm introduces new products to-market in which it is well established.

(vii) Benchmarking is a continuous process of selecting the best practices and services against which to judge.

(viii) A retail park contains a large number of retail outlets in a large building.

(C) Choose the correct answer :

(ix) The _____ system allows the customers to move everywhere without any restriction

(a) Grid (b) Free flow (c) spine

(x) _____ is nothing but the study of human statistics.

(a) Demography

(b) Environment

(c) Socio-cultural factor.

2. Give brief answers to the following : (*any five*)
2×5=10

(i) Write a difference between consumer and customer.

(ii) What is the basis of Psychoanalytical Model of consumer behaviour ?

(iii) Write *two* essential conditions for successful market segmentation.

(iv) Write *two* points of distinction between organizational buyers and final consumers.

(v) Explain *two* points of distinction between product retailing and service retailing.

(vi) State *two* characteristics of Retail Environment.

(vii) What do you mean by Consumer Behaviour ?

3. Answer the following : *(any four)*

(i) "Take care of customer, customer will take care of everything else. Customer may not need us but we always need customer."

Throwing light into the above statement, discuss the importance of studying consumer behaviour in the present day marketing context. 5

(ii) Explain the Economic Model of consumer buying behaviour. 5

(iii) What do you mean by Sales Promotion? Explain *three* merits / advantages of sales promotion. 2+3=5

(iv) Give an overview of the retailing sector in India. 5

(v) Why do you think proper selection of the retail location is important? Explain. 5

(vi) Briefly discuss the stages of Merchandise Management. 5

4. Give elaborative answers to the following :

(any five) 8×5=40

(i) Discuss the various determinants of consumer behaviour.

(ii) Supporting your answer with a diagram, discuss the consumer decision making process.

(iii) Discuss the various steps involved in the planning and development of a new product. Give diagrammatic representation of the various steps involved.

(iv) State and explain the various internal and external components of the retail environment.

(v) Discuss the various stages involved in the retail store location selection decision.

(vi) State and explain with the help of diagrams the various models of retail store layout.

(vii) Describe the different approaches to pricing the retail products.