

6

Total No. of printed pages = 5

47 (5) CBAR 5.5

2012

**CONSUMER BEHAVIOUR
AND RETAILING**

Paper – 5.5

Full Marks – 80

Time – Three hours

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

L Answer the following : 1×10=10

A. Fill in the blanks :

(i) The concept of marketing has changed to _____. (Mass marketing / Relationship marketing)

(ii) _____ refers to the complex status or psychological processes of the consumers. (Perceptual constructs / Learning constructs)

(iii) When products are sold at two or more different prices, it is known as _____. (Skimming pricing / Discrimination pricing)

[Turn over

- (iv) Fashion merchandise has ——— for a relatively short period of time. (High demand / Stable demand)
- (v) The Engel, Blackwell and Miniard (EBM) model was first introduced in the year ———. (1967 / 1968)

B. State true or false :

- (vi) The loop model of store layout is widely used in super markets and discount stores.
- (vii) Planned shopping centre is an architecturally planned retail location.
- (viii) The markdown is the difference between the cost of the product and the final selling price.
- (ix) Service standard is a continuous process of selecting the best practices and services against which to judge.
- (x) Consumers are assumed to follow the principle of maximum utility based on the law of diminishing marginal utility.

7

2. Answer the following : 2×5=10
- (i) What do you mean by consumer behaviour ?
- (ii) Write two points of distinction between consumer behaviour and consumption behaviour.
- (iii) Write two advantages of market segmentation.
- (iv) Write two points of distinction between product retailing and service retailing.
- (v) What do you mean by solitary site ?

3. Answer the following (any four) : 4×5=20
- (i) "The external store has a significant impact on the customer's image." Throwing light into the statement, explain the various principles or requirements of an external store. 5
- (ii) What do you mean by price ? State the requisites of an effective Pricing Policy. 2+3=5
- (iii) Explain the importance of proper selection of a retail location site. 5
- (iv) Explain the Economic Model of consumer behaviour. 5

(v) Explain the various psychological determinants of consumer behaviour. 5

(vi) Write two characteristics of Organizational Buyer. Write three points of distinction between Organizational Buyer and Final Consumers. 2+3=5

4. Answer the following (Any five) :

(i) Discuss the various components of the Retail Environment. 8

(ii) Supporting your answer with a proper chart / diagram, explain the consumer decision making process. 8

(iii) State two essential conditions for successful retail market segmentation. Discuss the different alternative market segmentation strategies along with their advantages and disadvantages. 2+6=8

(iv) Discuss how an existing product can be managed by the adoption of suitable strategies. 8

Or

Discuss the various logical steps involved in new product strategy development. 8

(v) Explain in detail, the various tools / techniques of sales promotion.

(vi) Explain the Howard Sheth Model of Buying Behaviour. Give a suitable chart / diagram to support the model. 8

(vii) Explain the concept of Merchandise Planning. Discuss the various stages in the process of merchandise planning. 2+6=8

Or

Explain the various models / structures of store layout along with two advantages and two disadvantages of each model. 8