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47 (5) CBAR 5-5

2013

**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) In market segmentation the marketers sub-divide a market into _____ subsets of customers. (homogeneous / heterogeneous)

(ii) The _____ is the difference between the cost of the product and the final selling price. (markdown / mark-up)

Contd.

(iii) Nicosial Model explains the consumer's buying behaviour from _____ perspective (marketers / consumers)

(iv) The Howard Sheth model was given in the year _____ (1966 / 1969)

(v) Internal environment is controllable and _____ in nature. (micro / macro)

(B) Choose the correct answer :

(vi) The primary objective of merchandise planning is _____

(a) Improving profit

(b) Reducing loss

(c) Increasing production.

(vii) The modern retailer believes in large volumes at _____ margins.

(a) High

(b) Medium

(c) Low

(d) None.

(iii) Discuss the various components of the Retailing environment. 8

(iv) State and explain the different classification of Industrial Goods. Write *four* points of distinction between Industrial Markets and Consumer Markets. 4+4=8

(v) What do you mean by Product strategy? Explain the various Product Market Strategies. 2+6=8

(vi) State *two* impact of Sales Promotion. Discuss the various sales promotion tools. 2+6=8

(vii) Discuss the various models of store layout with their diagrams. 8

(viii) State *two* important functions of Retailers. Discuss the various services provided by the Retailers. 2+6=8

(C) State True or False :

(viii) A departmental store may be defined as a system of branch shops operating under a centralised management, dealing in similar line of products.

(ix) Retail offer consists of only tangible features.

(x) A consumer is any one who regularly purchases goods from a store.

2. Answer the following : $2 \times 5 = 10$

(i) What do you mean by Consumer Behaviour ?

(ii) State *two* Psychological determinants of Consumer Behaviour.

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

(iv) State *any two* intangible services offered by retailers.

(v) What is impulse buying ?



3. Answer the following : (Any four)

(i) "Consumer behaviour is multi-disciplinary in nature." Explain. 5

(ii) Explain the Sociological Model of consumer behaviour. 5

(iii) Discuss the different alternative strategies towards market segmentation. State *two* benefits of market segmentation. $3+2=5$

(iv) Explain the strategies for managing existing product. 5

(v) Discuss the various factors affecting proper selection of a retail location. 5

(vi) Discuss the various factors influencing Retail pricing. 5

4. Answer the following : (Any five)

(i) Discuss the various determinants of Consumer Behaviour. 8

(ii) Explain the consumer decision making process. Support your answer with a suitable diagram. 8