

CBR

BBA 5th Sem

Total number of printed pages-5

47 (5) CBA 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 heterogeneous 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. ~~F~~ T

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

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

(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. 1/4

(ii) What is the basis of Psychoanalytical Model of consumer behaviour? 1/29

(iii) Write two essential conditions for successful market segmentation. 1/63

(iv) Write two points of distinction between organizational buyers and final consumers. 1/80

(v) Explain two points of distinction between product retailing and service retailing. ~~1/80~~ or ~~6/25~~ Enbre

(vi) State two characteristics of Retail Environment. 1/12

(vii) What do you mean by Consumer Behaviour? 1/3

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.

1/17-18 5

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

1/28 5

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

1/99-101 2+3=5

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

1/3-4, note copy.

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

1/35 5

(vi) Briefly discuss the stages of Merchandise Management.

1/88-65 5

4. Give elaborative answers to the following :
(any five)

8×5=40

(i) Discuss the various determinants of consumer behaviour.

1/9-16

(ii) Supporting your answer with a diagram, discuss the consumer decision making process. I/93-97

(iii) Discuss the various steps involved in the planning and development of a new product. Give diagrammatic representation of the various steps involved. I/94-96

(iv) State and explain the various internal and external components of the retail environment. II/23-28

(v) Discuss the various stages involved in the retail store location selection decision. II/31

(vi) State and explain with the help of diagrams the various models of retail store layout. II/45-48

(vii) Describe the different approaches to pricing the retail products. II/74-76

74-76



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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.

I. 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. ✓

2. Answer the following :

2×5=10

1/3 (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.

(ii) What do you mean by price? State the requisites of an effective Pricing Policy.

(iii) Explain the importance of proper selection of a retail location site.

(iv) Explain the Economic Model of consumer behaviour.

(iv) Explain the principles involved in store design. 11/49

(v) Discuss the functions of a Retailer. 11/31

(vi) Discuss the various stages in Store Location Selection Decision. 11/31

4. Answer the following : (Any Five)

(i) Explain with suitable diagram, the consumer decision making process. 1/22-38

(ii) What is Market Segmentation? Explain the various conditions necessary for successful market segmentation. 1/60, 63. 2+6

(iii) Discuss the various factors affecting Organisational Buying Behaviour. 1/81

(iv) Discuss the various strategies of managing existing product. 1/96

(v) Explain the various Internal and External components of Retail Environment. 1/21-28

(vi) Discuss the important Exterior and Interior elements of Store Design. 11/42-50

(vii) Define product positioning. Discuss the various positioning strategies. 2+6=8

(viii) Discuss the various services provided by the Retailers. 8

Total number of printed pages-4

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2014

**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 : $1 \times 10 = 10$

(A) Fill in the blanks :

(i) _____ is a person most directly involved in the use or consumption of the purchased product. (Buyer/User)

(ii) According to _____ consumer's buying decision is governed by the concept of "Utility". (Learning Model/
Economic Model)

Contd.

(iii) _____ refers to all the complex states or psychological processes. (Perceptual constructs/Learning constructs) ✓

(iv) _____ implies the policy of lumping together into one mass of all the markets for the product. (Aggregation/Segmentation) ✓

(B) Choose the correct option :

(v) Indian Retail Market is featured by :

(a) Shopping centres ✓

(b) Multiplex malls

(c) Huge Complexes

(d) All of the above.

(vi) Retail Management involves taking decisions based on

(a) judgement

(b) information

(c) experience

(d) All of the above. ✓

(C) State True or False :

(vii) Skimming pricing method focuses on what the consumer is willing to pay.

(viii) The store marquee is the first mark of identification of the retailer or the retail store. *F*

(ix) The Race Track Layout is also called the Grid Layout. *F*

(x) The mark down is the difference between the cost of the product and the final selling price. *T*

2. Answer the following :

$2 \times 5 = 10$

(i) State the meaning of Consumer Behaviour. *P-113*

(ii) Who are Itinerant Retailers ?

(iii) State two factors influencing Retail Pricing. *11/76*

(iv) State two points of distinction between Industrial Markets and Consumer Markets. *ENR*

(v) Write two psychological determinants of Consumer Behaviour. *1/12*

3. Answer the following : (Any Four)

$5 \times 4 = 20$

(i) Explain the Engel-Kollat-Blackwell Model of consumer behaviour. *1/26*

(ii) Explain the various costs associated with Market Segmentation. *1/67*

(iii) Explain the steps involved in the new product development. *1/94*

2016

**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 : $1 \times 10 = 10$

A. Fill in the blanks :

(i) Consumer behaviour is _____ in
nature. (micro/macro)

(ii) The person or persons who
actually determine which product
or service will be chosen is known
as _____. (buyer/decider)

Contd.

Bar
Tunc

(iii) Division of consumers on the basis of personality, life-style and values is known as _____. (demographic segmentation / psychographic segmentation)

(iv) _____ is developed in an out of town area. (Retail Park/Solitary Site)

(v) _____ is the first mark of identification of the retailer or the retail store (Store marquee/Store frontage)

B. State true **or** false :

(vi) The race track layout is also known as the loop layout. **T**

(vii) Mannequins are used by the retailer to determine the location of merchandise within a department. F

(viii) Multisegment positioning involves developing a product and marketing program tailored to the preferences of a single market. T

(ix) Retail mix is the blend of various retail activities which present the whole concept of retailing. F

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

2. Answer the following : (*any five*) $2 \times 5 = 10$

(i) Write *two* organisational factors affecting organisational buying behaviour. 1/87

(ii) Write *two* nature or characteristics of Consumer Involvement.

(iii) Write the predictions of buying behaviour in Economic Model. 1/28

(iv) State the meaning of Concentrated Marketing Strategy. 1/62

(v) State *two* examples of Sales Promotion schemes. ASP Pg-130

(vi) What is an Assortment Plan ?

3. Answer the following : **(any four)** $5 \times 4 = 20$

(i) Explain the various psychological determinants of consumer behaviour. 1/12

(ii) Explain the Engel-Kollat-Blackwell model of consumer behaviour.

(iii) Explain the nature of Consumer Behaviour. ~~Extra~~ Copy

(iv) Explain the major principles of Store Design. 1/49

(v) Write a note on Visual Merchandising.

(vi) Write five points of distinction between Organisational buyers and Final consumers. 1/80

4. Answer the following : *(any five)*

(i) What is Market Positioning ? Explain the major Market Positioning strategies.

2+6=8

(ii) What is Merchandise Planning ? Explain the process of Merchandise Planning.

2+6=8

(iii) State the meaning of Store Design ? Explain the various elements of exterior and interior store design.

2+6=8

(iv) Discuss in detail Consumer Buying Decision Process.

8

(v) Explain the steps involved in New Product Development. How an existing product can be managed ? Explain.

4+4=8

(vi) Discuss the major components of Retail Environment.

8

(vii) Write short notes on : **(any two)**

4+4=8

~~(a)~~ Retail Pricing

11/73

~~(b)~~ Retail Layout

~~(c)~~ Factors affecting Retail Location

11/35

(d) Essential conditions necessary for
Market Segmentation.

11/63

Investment

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2017

**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 : $1 \times 10 = 10$

(A) Fill in the blanks :

- (i) Mark-downs are permanent reductions in the retail price. (permanent/temporary)
- (ii) Concentrated marketing strategy focusses on two segment out of many possibilities. (one/two)
- (iii) When a firm occupies a strong position in a market segment with a single brand, it is vulnerable to defensive positioning strategies. (defensive/imitative)

Contd.

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

(v) The Race Track layout is also called the loop layout (grid layout/loop layout)

(B) State True **or** False :

(vi) The initiator influences the family's processing of information in consumer decision making process. **F**

(vii) Manufactured products that are of organisation's major expensive and long-lived equipment are termed as necessary equipment. **F**

(viii) Retail Park consist of a cluster of free-standing stores. **T**

(ix) In skimming pricing strategy the prices are fixed at premium. **T**

(x) Adaptive positioning consists of periodically repositioning a brand to follow the evolution of the segment's needs. **T**

2. Answer the following :

2×5=10

(i) What is Consumer Behaviour?

(ii) State the meaning of Visual Merchandising.

(iii) State the meaning of Market Segmentation.

(iv) Write two principles of Store Design.

(v) What are the staple merchandise?

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

(i) Write a note on Consumer Involvement. 5

(ii) Explain the different consumer behaviour roles. 5

(iii) Explain the Nicosia Model of Consumer Behaviour. 5

(iv) What is Market Positioning? Explain any two positioning approaches. 2+3=5

(v) Write five services offered by the retailers to the consumers. 5

(vi) Explain the various classifications of Industrial Goods. 5

4. Answer the following : **(any five)**

(i) Explain the nature of Consumer Behaviour. Explain the various economic determinants of Consumer Behaviour. 4+4=8

(ii) Explain the major tools used in Visual Merchandising. What are the common errors in creating a Store Display? 4+4=8

(iii) Write and explain the different kinds of retail pricing strategies. 8

(iv) Explain the process of developing sales forecasts. What are the different types of merchandise? 4+4=8

(v) Write and explain the various tools of sales promotion. 8

(vi) Explain the environmental factors affecting organisational/industrial buying behaviour. Explain the organisational buying process. 4+4=8

(vii) Write short notes on : **(any two)** 4+4=8

(a) Managing existing product

(b) Difference between product retailing and service retailing

(c) Types of planned shopping areas.

2018

**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: $1 \times 10 = 10$

(A) Fill in the blanks :

- (i) Engel, Blackwell and Miniard (EBM) Model was first introduced in _____. (1968/1969)
- (ii) Concentrated marketing focuses on _____ segment out of many possibilities. (one/two)
- (iii) _____ refers to all the complex states or psychological processes. (Perceptual constructs/Learning constructs)

Contd.

(iv) Markdowns are _____ reduction in the retail price. (temporary/permanent)

(v) _____ management focuses on planning and controlling of the retailers/inventories. (Retail/Merchandise)

(B) State True or False :

(vi) Retailing is an open marketing concept. ✓

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

(viii) Market penetration is concerned with expansion of sales of existing products in existing markets. ✓

(ix) Industrial goods are classified into five categories. ✓

(x) Training program is a trade-oriented promotion. ✓

2. Answer the following :

2×5=10

(i) What is Consumer Involvement ?

(ii) State the meaning of Consumer Behaviour.

(iii) Write *two* points of distinction between Industrial Markets and Consumer Markets.

(iv) What is Monosegment Positioning?

(v) What do you mean by Retail Park?

Answer the following : (*any four*)

(i) What is Differentiated Marketing Strategy? Write *two* advantages and *two* disadvantages of differentiated marketing strategy. 2+3=5

(ii) Explain the Economic Model of Consumer Behaviour. 5

(iii) Explain the different types of Merchandise. 5

(iv) Explain the major principles of Store Design. ✓ 49 5

(v) What is Visual Merchandising? Write some tools used in Visual Merchandising. ✓ 52 2+3=5

(vi) Write the differences between Organizational Buyers and Final Consumers. 5

4. Answer the following : *(any five)*

(i) Discuss the steps involved in the Consumer Buying Process. 8

(ii) Explain the various factors affecting Organizational Buying Behaviour. 8

(iii) What is Retail Pricing? Explain the various pricing strategies. $2+6=8$

(iv) Discuss the various Market Positioning Strategies. 8

(v) What is Sales Promotion? Explain the various tools of sales promotion. $2+6=8$

(vi) What is Retail Trade? Explain the various types of Retailers. $2+6=8$

(vii) Explain the various stages involved in Merchandise Planning. 8

(viii) Write short notes on : *(any two)*

$4+4=8$

(a) Product Retailing vs Service Retailing.

(b) Sociological Model of Consumer Behaviour

(c) Store Layout.

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2019

**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 :

(A) Fill in the blanks : $1 \times 5 = 5$

(i) _____ has the greatest expertise
in acquiring and evaluating the
information. (Influencer/Gate-
keeper)

(ii) Industrial goods are classified into
_____ categories. (five/six)

Contd.

(iii) _____ means buying goods in large quantity and break them into smaller sizes according to the customer requirements. (Assorting/ Bulk-breaking)

(iv) _____ consists of a cluster of free-standing stores. (Retail Park/ Shopping Mall)

(v) Fixing of prices at premium is known as _____. (skimming pricing/penetration pricing)

(B) State True **or** False : $1 \times 5 = 5$

(vi) Adaptive positioning consist of periodically repositioning a brand to follow the evolution of the segment's needs.

(vii) Enduring involvement occurs when the level of consumer involvement towards a product or service extends over a period of time.

(viii) Fad merchandise are characterised by fluctuations in demand according to the time of year.

(ix) The Nicosia Model tries to explain buyer behaviour by establishing a link between the organisation and its prospective consumer.

(x) Service standard is a continuous process of selecting the best practices and services against which to judge.

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

(i) What is Consumer Behaviour ?

(ii) What is Undifferentiated Marketing Strategy ?

(iii) Write *two* major advantages of Sales Promotion.

(iv) Write *two* major components of social and legal environment.

(v) Explain the Basic Stock Method of Inventory Management.

3. Answer the following : (*any four*) $5 \times 4 = 20$

(i) Write the various steps involved in new product development strategy. 5

(ii) Explain the various Consumer Behaviour roles. 5

) (iii) What is Consumer Involvement?

Explain the various types of involvement with suitable examples.

2+3=5

(iv) Differentiate between Product Retailing and Service Retailing. 5

(v) Explain the Learning Model of Consumer Behaviour. 5

(vi) What is Inventory Planning? Explain the important factors to be considered while estimating inventory requirements.

2+3=5

(vii) Write a note on various tools of Sales Promotion. 5

4. Answer the following: (*any five*) $8 \times 5 = 40$

(i) Describe the various factors, determinants of Consumer Behaviour.

8

(ii) Explain in detail, the various steps involved in the Organisational/Industrial buying process.

8

(iii) Describe the various Exterior and Interior elements of Store Design.

8

(iv) Write notes on the following: $4 + 4 = 8$

(a) Visual Merchandising

(b) Different retail pricing strategies.

(v) Explain *any four* essential conditions of successful market segmentation. Describe the different market segmentation strategies.

$4 + 4 = 8$

(vi) State the meaning of Market Positioning Strategy. Explain *any six* market positioning strategy. $2+6=8$

(vii) Write *any two* characteristics of Consumer Behaviour. Explain the Engel-Kollat-Blackwell Model of Consumer Behaviour. $2+6=8$

(viii) Answer the following : (*any two*) $4+4=8$

(a) *Four* points of distinction between Industrial Markets and Consumer Markets.

(b) Different types of Store Layout.

(c) Types of Merchandise.

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47 (BBA-5) CNBH (N)

2021

(Held in 2022)

CONSUMER BEHAVIOUR

Paper : DSE-II (BBA-HE-5046)

Full Marks : 80

Time : Three hours

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

1. State whether the following statements are true **or** false : 1×5=5

- (a) Skimming pricing method focuses on what is the consumer willing to pay. f
- (b) Demographic segmentation is not a part of market segmentation. f
- (c) Perceptual constructs refers to all complex states of psychological process. f
- (d) User is the person most directly involved in the use or consumption of the purchased product. f

Contd.

- (e) Nicosia model of consumer behaviour was developed in the year 1965. \checkmark

2. Answer in short :

$1 \times 5 = 5$

- (a) Industrial goods are classified into how many categories ? (5)
- (b) Who is a consumer ?
- (c) What is product innovation ?
- (d) How many stages are there in Engel, Kollat and Blackwell model ? 6
- (e) Who is an opinion leader ?

3. Answer the following questions : **(any five)**

$2 \times 5 = 10$

- (a) What do you mean by 'reference group's'?
- (b) What is consumer involvement ?
- (c) Give the definition of 'industrial marketing'.
- (d) Write *any two* techniques of managing existing product.
- (e) Write *two* psychological determinants of consumer behaviour.

- (f) State *two* points of distinction between industrial markets and consumer markets.

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

5×4=20

- (a) What is consumer behaviour ? Mention different consumer behaviour roles.

- (b) Briefly discuss the Nicosia model of consumer decision-making.

- (c) Briefly discuss Murray's list of psychogenic needs.

- (d) What is product diffusion ?

- (e) Explain the leading model of consumer behaviour.

- (f) Mention the essential conditions for successful market segmentation.

5. Answer the following : **(any five)** 8×5=40

- (a) Explain in detail, the various steps involved in the industrial buying process.

- (b) What are the determinants of consumer behaviour ? Discuss in detail,

(c) Write notes on the following : 4+4=8

(i) Determinants of social class

(ii) Different types of reference groups

(d) Discuss the stages of consumer decision-making process.

(e) What is sales promotion ? Discuss the factors affecting need of sales promotion. 2+6=8

(f) Discuss Engel, Kollat and Blackwell model of consumer behaviour.

(g) Who are organisational buyers ? Distinguish between organisational buyers and final consumers. 2+6=8