

Total No. of printed pages = 2

BA 17230 M 3

Roll No. of candidate

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25/2 hr

2021

M.B.A. 3rd Semester End-Term Examination

Business Administration

CONSUMER BEHAVIOURAL ANALYSIS AND RETAILING

(New Regulation and New Syllabus)

Full Marks - 70

Time - Three hours

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

Question no 1 is compulsory and any *four* from the rest.

1. Fill in the blanks : (10 × 1 = 10)
- (i) An _____ is a general and lasting positive or negative opinion or feeling about some person, object, or issue. (attitude/personality)
 - (ii) Primary Reference Group means the group with whom the consumer contacts regularly in an _____ manner. (informal / formal).
 - (iii) In consumer behaviour terms, _____ is the process by which consumers acquire the information that they apply to future purchase behaviour. (learning/personality)
 - (iv) The _____ of motivation explains that a consumer moves to the next need once he satisfied the previous one. (Need hierarchy /Theory X and Y).
 - (v) Perception is the result of two types of inputs i.e., physical stimuli and _____. (past experience /future expectation).
 - (vi) The _____ has a social motive to share time together in order to reduces the chances of making an incorrect purchase (Shopping Group/Work Group).
 - (vii) _____ are the ones who give ideas or information about the product or service to the consumer. (Influencers/ Gatekeepers)
 - (viii) The social classes are bound by certain _____ which include or exclude certain individuals, places or objects. (restrictions /freedom).

[Turn over

- (ix) _____ is essentially doubling the wholesale or production cost of a product to determine the retail price. (Keystone pricing / Bundle Pricing)
- (x) Consumer Lifestyle is a _____ factor affecting the consumer behaviour. (personal/ psychological).
2. (a) What are the scope of consumer behaviour? "Consumer behaviour is a systematic process relating to buying decisions of the customers." – Explain. (5 + 5 = 10)
- (b) Discuss the personal factors influencing consumer behaviour. (5)
3. (a) What is Consumer Motivation? "Motivation is the driving force of all-important things to be learnt". – Discuss. (2 + 6 = 8)
- (b) "Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment based on some principles". – Explain. (7)
4. (a) Discuss the Howard Sheth model of consumer behaviour. (7)
- (b) What are the elements of Perception? How Does Consumer Perception Affect Your Business? (3 + 5 = 8)
5. (a) Discuss the need of understanding Consumer Behaviour. "Social Class refers to divisions in society based on economic and social status where people share a similar level of wealth, educational achievement, type of job and income etc." – Discuss. (4 + 5 = 9)
- (b) What is Word of Mouth? How are Word of Mouth being important in Marketing? (1 + 5 = 6)
6. (a) Discuss the various types of Retail Pricing Strategy with the help of suitable examples. (8)
- (b) What is site selection? What determines the site selection of a retail store? (1 + 6 = 7)
7. (a) "Freud's psychoanalytical theory stresses the unconscious nature of personality as a result of childhood conflicts." - Explain the statement. (7)
- (b) Discuss in brief about the various Reference Groups as identified by Schiffman and Kanuk. (8)

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