

2031

B.A./B.Sc. (General) Fifth Semester

Retail Marketing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions each from Unit .

x-x-x

I. Attempt any ten of the following:-

- a) What is an influencer in consumer buying process?
- b) What is post purchase behaviour?
- c) What is a homogeneous market segment? When is it used?
- d) What is targeting and why is it done?
- e) What is zone of tolerance in retail services?
- f) What is perishability in services?
- g) List essentials for successful implementation of service management.
- h) What retail marketing mix?
- i) Define service quality in retail
- j) Differentiate between national brand and own brand.
- k) What is the breakdown of retailing as a products?
- l) What is a transaction without merchandise in retailing?
- m) Why do retail services need to control quality?
- n) What is role of responsiveness in retail service management?
- o) What is 3 stage consumer decision making process? (10x2)

UNIT - I

II. Main theories of consumer behaviour can be divided into behaviourist and cognitivist theories of consumer behaviour. Discuss these in detail. (15)

III. Discuss the 8 stage buying decision process and its implications for retail management. (15)

IV. Discuss various basis for market segmentation. Give examples. (15)

V. Write short notes on following:-

- a) Social factors influencing buying process
- b) Criteria for effective segmentation (2x7½)

P.T.O.

(2)

UNIT - II

- VI. Discuss in detail the tangible - intangible product continuum in detail. (15)
- VII. Discuss Gronroos model of perceived quality management. (15)
- VIII. Discuss in detail the elements of marketing mix in retail. Give examples. (15)
- IX. Write short notes on following:-
- a) Atmospherics
 - b) Merchandise (2x7½)

x-x-x

C4KNOWLEDGE SEEKERS