

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1118 D

Unique Paper Code : 6322481102

Name of the Paper : Consumer Buying Behavior
and Retail Sales (DSC-2)

Name of the Course : B.Voc.-Retail
Management & IT

Semester : I

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt **five** out of the seven questions.
 3. **All questions** carry equal marks.
-
1. What is the importance of consumer behavior? What are the factors affecting consumer behavior?

(8, 10)

P.T.O.

2. Discuss economic reforms in India. How it has affected Indian consumer market? (9, 9)
 3. Define consumer. What are the different buying situations? Explain with an example. (8, 10)
 4. What is consumer opinion? What is the role of product and advertising in shaping consumer's opinion? Explain with example. (8, 10)
 5. What is the importance of location in retailing? Discuss different location types with their advantages and disadvantages. (8, 10)
 6. What is the importance of customer satisfaction? Discuss the factors affecting customer satisfaction. (9, 9)
 7. Write short note -
 - (a) Post-purchase behavior
 - (b) Globalization and its impact on retailing
 - (c) Word of Mouth (6*3=18)
- (500)**