

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 779

I

Unique Paper Code : 6322481102

Name of the Paper : Consumer Buying Behaviour
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. **All** questions carry equal marks.
 3. Attempt **five** out of the given questions.
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1. Discuss the consumer buying process in detail, outlining each stage and explaining the role each plays in influencing purchase decisions. (18)
 2. Compare online and offline markets, organized and unorganized markets, and discuss the grey market. Analyse how each affects consumer behaviour and business strategies. (9,9)

P.T.O.

3. Discuss the determinants of retail success or failure, considering factors such as location-based retailing, consumer logistics, and point-of-purchase materials. (18)
4. How do companies shape and influence consumer opinion? Provide examples of successful advertising campaigns that have significantly impacted consumer opinions? (9,9)
5. Why is it important for companies to help consumers remember their products or brands? What are some strategies companies can use to achieve this? (9,9)
6. Examine the importance of customer satisfaction in the retail environment and discuss the key factors influencing satisfaction levels. How can businesses motivate consumers and improve retention? (10,8)
7. Write short note :- (6×3=18)
 - (a) Word of Mouth
 - (b) Post-purchase behavior
 - (c) Customer satisfaction