

**Exam. Code : 217603**  
**Subject Code : 5599**

**M.Com. 3<sup>rd</sup> Sem. (Batch 2021-23)**  
**MC-351 : CONSUMER BEHAVIOUR**  
**GROUP-D : MARKETING**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :—** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION-A**

1. Describe the types of consumer needs and motives. 20
2. Explain with examples, why is it necessary for marketers to identify the difference between consumer's self-image and ideal self-image while analyzing the purchase of individuals. 20

**SECTION-B**

3. Mention two examples of each of classical conditioning and instrumental conditioning used in advertising. 20



4. What do you understand by the term 'Attitudes' ? Explain with an example, why marketers and consumer researchers are interested in learning about the link between consumer behavior and attitudes. 20

### SECTION-C

5. Do you feel social mobility can result in the reduction of social class differences ? Why ? 20
6. Why is the study of culture important to marketers ? Cite examples of marketing practices that either conform to or actively take advantage of core cultural values. 20

### SECTION-D

7. How marketers identify opinion leaders ? Whether they can be created ? Discuss. 20
8. Discuss the Howard - Sheth Model of Consumer Behaviour. 20



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**MC-352 : RETAIL MANAGEMENT**

**Group-D : MARKETING**

Time Allowed—3 Hours]

[Maximum Marks—100

**Note :—** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Explain in detail the emerging trends of retail sector in India.
2. Describe the different types of retailing in India.

**SECTION—B**

3. What do you understand by consumer decision making ? Explain the consumer decision making process in detail.
4. What is the importance of store design ? Explain the important factors of exterior and interior store design.



### **SECTION—C**

5. What is merchandising ? Discuss the various roles and responsibilities of the merchandise and the buyer.
6. Discuss in detail the process of merchandise planning.

### **SECTION—D**

7. Discuss the concept of category management. What are the reasons of emergence of category management ?
8. Explain the different types of franchising. Also discuss its advantages.