

D.K

SVKM'S

Narsee Monjee Institute of Management Studies (NMIMS)

Retype

Vibha
19/12/09

53

School of Distance Learning

Maximum Marks: 100

Time: 3 hours (3 pm. to 6 pm.)

DATE: 6-01-2010

Year: Ist

Semester III / I (2009-10)

ADBFM (SEM-I)

PGDBFM (SEM III)

Subject : Management of Retail Banking & Consumer Behavior

Q.1) Attempt any Two

Marks: 10

- a) Discuss the concept of cross selling
- b) Discuss briefly the factors affecting service quality.
- c) Discuss briefly the external environment influencing consumer behavior
- d) Discuss briefly the relevance of demographics, psychographics and lifestyles in consumer behavior.

Q.2) Write short notes on any 3

Marks: 15

- a) What is organizational buying behavior?
- b) What do you mean by reference groups?
- c) Discuss briefly the role of opinion leadership in the transmission of information ?
- d) Discuss the steps for excelling in service quality?
- e) What are the different ways of classifying the buying decision?

Q.3) Answer any three

Marks: 45

- a) What are the different roles that people play in a consumer's purchase decision?
- b) Explain the stages involved in a consumer decision process.
- c) What are the major factors affecting a buyer's behavior?
- d) Define buying motives. What are different types of buying motives?
- e) Discuss Maslow's hierarchy of needs.

Q.4) Case Study

Marks: 30

In search of new ways to woo shoppers, the nation's 30,000 supermarkets have become a marketing test ground. The industry is still struggling to fight new competition and demographic changes that have been building for years. Baby boomers, one of the largest and most affluent groups of shoppers, have aged and now eat out frequently and shop on the run. The evidence of their lifestyle is ubiquitous: convenience stores and pharmacies now carry an array of groceries, and purveyors of prepared foods are flourishing.

The liberal spending by baby boomers has helped cause food sales to soar. But supermarket shopping sprees have not weighed heavily in the increase. Since 1965, food spending in America has climbed 46 percent, in real terms, to \$534.5 billion in 2000, according to the Agriculture Department. But over that period, spending on food to be consumed at home—purchased mainly from supermarkets—grew by only 20 percent, to \$291.2 billion. Spending on food eaten away from home—at fast food restaurants, delis, and other retailers that prepare food—shot up by 89 percent, to \$243.3 billion according to the agency.

In addition, the increased competition from the discounters' supercenters has forced at least a thousand weaker supermarkets a year to shut down. And in an attempt to be as attentive to customers' needs as the corner grocers of the past, supermarkets are stocking twice as many products as they did a decade ago, further increasing their costs. Many have added conveniences like in-store restaurants, banks, pharmacies, and delis with hot prepared foods. They are using computer scanners to track individual purchases and to improve their marketing. Some are holding events like sampling extravaganzas to make shopping more exciting.

Service, value, convenience, and quality, rather than price, are the carrots that lure time-pressed shoppers today. "Retailers are moving away from featured sales," said the president of an advertising agency that specializes in the food industry. "No longer do you pile it high and sell it cheap."

Questions

- 1) What strategies can supermarkets adopt to fight off competition from fast food restaurants and minimarts?
- 2) Do you believe the trend in spending for food that is eaten away from home will continue in the future? Explain your response.

- 3) Can supermarkets compete with supercenters?
- 4) Should supermarkets worry about on-line grocers trying to take away their customers?

Paper checked

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