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Register Number:

**6803**

Name of the Candidate:

**M.B.A.(Retail Management) DEGREE EXAMINATION – 2012****(SECOND YEAR)****(PAPER-XI)****230. CONSUMER BEHAVIOUR***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. What is meant by dissonance?
2. Define Data mining.
3. What is meant by target marketing?
4. What do you mean by CRM?
5. Define Data warehouse.
6. Define motivation.
7. Define attitude.
8. What is meant by customer interaction management?

**SECTION-B****Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. What are the ways in which the customers are motivated?
10. Explain the process of data mining.
11. Distinguish between employee retention and customer retention.
12. Explain the types of purchase behaviour pattern.
13. Explain the strategies formulated to increase the retail sales.

**SECTION-C****Answer any ONE Question****(1×15=15)**

14. Explain the stages of consumer decision process.
15. Explain the process of integrating the retail customer relationship with data warehouse.
16. Explain the theories of motivation in the context of consumer behaviour.

**SECTION-D****COMPULSORY****(1×15=15)**

17. Explain the steps involved in post purchase behaviour? How do retailers attend to the interests of retail consumer?

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