

Total No. of Pages: **1**

**7009**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015**  
**(MANAGEMENT PRACTICES)**  
**(SECOND YEAR)**

**263: RETAIL DISTRIBUTION AND CONSUMER BEHAVIOUR**

Time: Three hours

Maximum: 75 marks

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**SECTION - A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. What are the geographical factors that influence the retail customer's purchase decision?
2. Define in store decision making.
3. What is meant by retail distribution channel?
4. What is category management?
5. What is meant by logistics?
6. Define the term merchandise plan.
7. Who is a wholesaler?
8. What are the functions of an agent?

**SECTION - B**

**Answer any THREE questions**

**(3 × 10 = 30)**

9. Briefly explain the role of Psychographic factors in retail consumer behaviour.
10. Explain how the economic environment affects the consumer behaviour.
11. Discuss the advantages and challenges of retail information system.
12. Explain the merchandising process with examples.
13. Explain the problems in managing a distribution channel.

**SECTION - C**

**Answer any ONE question**

**(1 × 15 = 15)**

14. Explain the various stages in the consumer decision making process with examples.
15. Discuss the steps involved in the marketing research process.
16. Give a detailed account on the implementation strategies of merchandise plans.

**SECTION - D**  
**COMPULSORY**

**(1 × 15 = 15)**

17. Critically analyse the factors influencing the choice of distribution channels with illustrations.

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