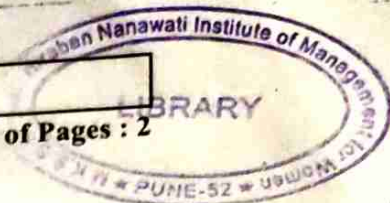


Total No. of Questions : 5]

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[Total No. of Pages : 2



[5860]-218

First Year M.B.A.

206 -SC-MKT-02 : CONSUMER BEHAVIOUR
(2019 Pattern) (Semester-II)

[Max. Marks : 50

Time : 2½ Hours]

Instructions to the candidates:

- 1) Answer all the questions.
- 2) Figures to right indicates full marks.

Q1) Attempt any 5 questions:

[10]

- a) Steps of buying behaviour.
- b) Two benefits of Internet in Business.
- c) Consumer protection act.
- d) Difference between needs, wants and demand.
- e) New trends in purchasing.
- f) Market Segmentation.
- g) Industrial Buyers.

Q2) Explain family life cycle in detail and how it affects the purchasing decision. [10]

OR

What is the difference between customer and consumer? Explain importance of reference group.

Q3) Discuss differences between store and non store purchasing process. [10]

OR

Elaborate any two

- a) Consumer learning.
- b) Consumer attitude.
- c) E Commerce.

P.T.O.

Q4) What is attitude? What are the functions of it? Does attitude helps people in order to have satisfaction? Explain. [10]

OR

Explain any two :

- a) Consumer Beliefs.
- b) Feelings.
- c) Changing attitude.
- d) Culture.

Q5) Explain Howard Sheth model with diagram. [10]

OR

Engel Blackwell - Miniard model classifies behaviour into 4 sections, viz, Input. Information processing, Decision process and variable in Huening decision process. Explain in details.