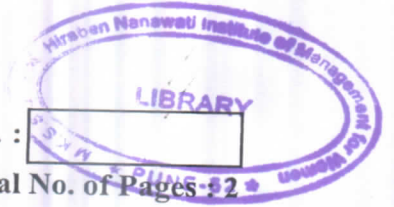


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SEAT No. :

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[Total No. of Pages : 22]

[6201]-214

First Year M.B.A.

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

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

Q1) Attempt any 5.

[10]

- a) Define consumer behaviour. Give it's types.
- b) Give the meaning of sub-culture.
- c) Write any two functions of consumer attitude.
- d) What do you mean by brand personality.
- e) Give any two applications of consumer behaviour in marketing.
- f) Write down steps involved in consumer buying behaviour.
- g) What is social class?
- h) Give buying roles in ORB.

Q2) Attempt any 2.

[10]

- a) What is difference between consumers and customers? Explain importance of reference group.
- b) What do you mean by culture? Explain cultural influences on Indian consumer behaviour.
- c) Give the difference between store and non store purchasing.

Q3) a) How do you measure social classes in India using socio-Economic Classes (SEC) in urban and Rural market.

[10]

OR

- b) "Organizational purchase decision is more rational than emotional? comment.

P.T.O.



Q4) a) Give meaning of attitude. How does consumer attitude determine the consumer behaviour? Explain with with example. [10]

b) Discuss in detail the impact of the changing patterns of consumer behaviour in the context of the evolving eyoning economy.

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Q5) a) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions. [10]

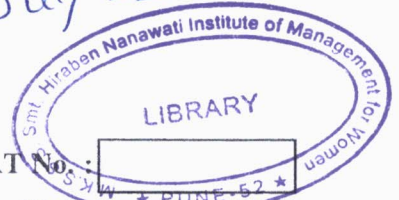
OR

b) What are the factors involved in buying situation that result in extended search for prepurchase information by consumer? Based on factors identified by you, what kind of information search behaviour you expect in case of purchase electric two wheeler.

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Total No. of Questions : 5]

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F.Y. M.B.A.

SEAT No. : []

[Total No. of Pages : 2

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Draw diagrams wherever necessary.

Q1) Answer any 5 (2 marks each)

- a) Enlist the benefits of market segmentation in consumer behavior.
- b) Define Consumer Protection Act.
- c) Recall the concept of consumer and customers.
- d) Describe the changing patterns of consumer behavior.
- e) List the organizational buyer characteristics.
- f) Name the types of innovation.
- g) List the impact of internet on consumer behavior.

Q2) Answer any 2 (5 marks each)

- a) Explain Brand Personality in detail with the help of suitable example.
- b) Elaborate the concept of attitude and its impact on customer satisfaction.
- c) Discuss the organizational buying roles.

Q3) Answer any 1

[10]

- a) "Social Class and Group influences play a vital role in Consumer Buying Behaviour". Showcase the application of statement with suitable example.
- b) Describe the stages people go through in the buying process for high - involvement decisions with examples. How do the stages vary for low- involvement decisions?

P.T.O.

Q4) Answer any 1.

[10]

- a) Analyze the Social Classes in India with the help of Social Economic Classes (SEC) in Urban and Rural Market.
- b) Considering yourself as the marketing Manager of company producing Shampoo, design marketing mix variables for a new shampoo product targeting the BOP consumers in India.

Q5) Answer any 1.

[10]

- a) The organizational buying process is more formal than the consumer buying process. Justify the statement with the help of suitable example.
- b) Elaborate the Engel Blackwell - Miniard Model with example.

