

Total No. of Questions :5]

PE5984

[6551]-827

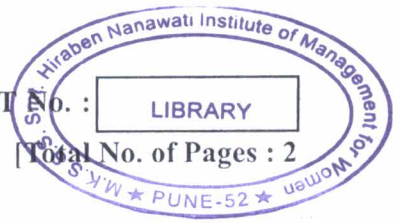
S.Y.M.B.A.

MKT 610-MJ : CONSUMER BEHAVIOUR
(2024 Pattern) (Semester-III)

SEAT No. :

LIBRARY

[Total No. of Pages : 2



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) Attempt any five questions.

[5×2=10]

- a) Define consumer behaviour
- b) What is personality?
- c) What are the components of Learning.
- d) VALS segmentation
- e) What is organizational buying behaviour?
- f) Explain self concept
- g) Define Cognitive Dissonance
- h) What is Brand loyalty?

Q2) Attempt any two questions.

[2×5=10]

- a) Explain Brand personality with help of suitable example.
- b) Explain the characteristics of organizational buyers
- c) What are the new trends in consumer behaviour?

P.T.O.

Q3) Attempt any one

[1×10=10]

- a) Analyse the social class in India with the help of Social Economic classes in Urban and Rural Market.
- b) Considering Yourself as a marketing manager of a company making shampoo, design the marketing mix variables of a new shampoo product testing the BOP consumers in India.

Q4) Attempt any one

[1×10=10]

- a) Riya's 4 year old smart phone become slow. She is considering buying a new one. Explain how Riya would make the purchase decision keeping in mind the consumer decision process.
- b) Social class and Group influences plays a vital role in consumer behaviour. Showcase the application of statement with suitable example.

Q5) Attempt any one:

[1×10=10]

- a) Give the meaning of Attitude. How does consumer attitude determine the consumer behaviour? Explain with example.
- b) Neeta's car insurance is due for renewal. She gets emails, SMS offers and comparison site suggestions from ICICI Lombard, HDFC Ergo, Tata AIG and ACKO. Her colleague recommends ACKO For its Low premium. However she is unsure about claim settlement reliability. She spends time comparing policies online but finally buys ICICI Lombard due to the brand image and a call from their agent explaining the benefits. Identify the significative, symbolic and social stimuli in this case.

