

Roll No.

Total Pages : 2

CMBS/D-19

13646

CONSUMER BEHAVIOUR

Paper-MM-304

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note: Attempt six questions in all. Question No. one is compulsory comprising five questions carrying four marks each. Attempt five questions from remaining eight questions carrying ten marks each.

Compulsory Question

1. Write short notes on—
 - (a) Elements of perception.
 - (b) characteristics of opinion leaders.
 - (c) How product categories influence the rate of diffusion?
 - (d) Perceptual risk.
 - (e) Post purchase behaviour.
2. Explain the stages of consumer buying decision making and their marketing implications.

3. Explain the classical and instrumental conditioning theory of learning. How can these contribute in the development of marketing strategies?
4. Define social class. How does it affect consumer behaviour? Explain the measurement techniques that give the good approximation of social class to marketer.
5. Explain the role of personality and self concept in consumer behavior. How these are used in company's promotion strategy. Cite suitable examples.
6. You are the brand manager of highly priced apparel brand which offers a complete range of trendy wears for boys. How the understanding of consumer behavior will help you in designing your marketing mix strategy.
7. Explain the influence of children on family purchase decisions. How marketers stimulate their influence? Explain the strategies with suitable examples.
8. Explain the steps involved in the industrial buying process. How industrial buying is different from consumer buying?
9. What is consumer behavior audit? Explain its constituents.

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