

8. What are reference groups ? How are they formed ?
How do the reference groups influence the consumers
and the retailers ? 16

9. Write notes on : 8 + 8 = 16

(a) Diffusion process

(b) Opinion change

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Roll No.

12053

MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2019

CONSUMER BEHAVIOUR

Paper : 17IMG23GM2

Time : Three Hours] [Maximum Marks : 80

Before answering the questions, candidates should ensure that they
have been supplied the correct and complete question paper. No
complaint in this regard, will be entertained after examination.

Note : Attempt *compulsory* Question No. 1 from Section-
A and *four* questions from Section-B by selecting
one question from each Unit. All questions carry
equal marks.

SECTION – A

1. Briefly describe the following : 2 × 8 = 16

(a) Marketing mix

(b) Consumer involvement

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- (c) Features of retailing
- (d) Motivational conflict
- (e) Difference between culture and sub-culture
- (f) Family life cycle
- (g) Reference group
- (h) Cognitive learning

UNIT – II

- 4. Highlight the linkage between retailing and the purchase process. Which factors lead to success or failure in retailing ? 16
- 5. How do demographic factors and economic resources influence consumer behaviour ? 16

UNIT – III

- 6. Define consumer knowledge. What are the sources of knowledge ? Highlight the importance of knowledgeable consumer for a marketer. 16
- 7. Why is it important to study cultural, sub-cultural and social class factors in shaping the consumer behaviour ? 16

SECTION – B

UNIT – I

- 2. Explain the concept and evolution of consumer behaviour. Why should a marketer have good understanding of consumer behaviour ? 16
- 3. What is market analysis ? How is it done ? How does market segmentation help in market analysis ? 16

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12053-1600-(P-4)(Q-9)(19) (3)

P. T. O.