SUBJECT: ELECTIVE-I :CONSUMER BEHAVIOUR (MARKETING MANAGEMENT)

Day: Thursday

Date: 02/05/2019

S-2019-2197

Time: 02.00 PM TO 05.00 PM

Max. Marks: 60

N.B.:

1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
3) Answers to Both the sections to be written in SAME answer books
4) Draw a labeled diagram WHEREVER necessary

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What are the reasons that make the study of consumer behaviour important in today's scenario? Explain with suitable examples

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

How does consumer handle dissatisfaction? Explain with suitable examples.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss the Nicosia model of consumer behavior.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different sources of secondary data? Describe the advantages and disadvantages of them.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

a) Strategies for changing consumers' attitudes.
b) Cross cultural issues and its influence on consumer behaviour.
c) Types of buying motives
d) Types of buying decisions
e) Adopter Categories
f) Customer delight

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Tata Motors has designed and launched Tata Nano on having recognized the needs and wants of a middle class family. Considering the current business scenario in automobile sector, analyze the consumer buying behaviour regarding affordable cars.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

How as a marketer of home appliances, would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance?

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

A public sector airline service provider who is currently incurring losses due to various operational and managerial problems. As an expert, design a questionnaire for this service firm so as to get customer feedback for improving their services.

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