

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT : ELECTIVE – I : a) CONSUMER BEHAVIOUR
(MARKETING MANAGEMENT)

Day : Monday
Date : 13/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5210

N. B. :

- 1) Attempt **ANY THREE** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in *SAME* answer books.

SECTION - I

- Q. 1** List and explain various steps involved in consumer decision making process. (14)
- Q. 2** Explain in detail various factors influencing Consumer Behaviour. (14)
- Q. 3** Explain in detail with suitable examples the concepts of consumer satisfaction, consumer delight and consumer surprise. (14)
- Q. 4** Discuss in detail diffusion of innovations process. (14)
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) Brand Loyalty
 - b) Consumer protection
 - c) Consumer welfare concept
 - d) Behaviour of global consumers

SECTION - II

- Q. 6** Take the example of purchasing air cooler in your family and explain the decision making process with help of Howard-Sheth Model. (14)
- Q. 7** What is meant by personality and self-concept? How does it influence the marketing of: **a)** detergent powder and **b)** fashion wear and accessories? Explain. (14)
- Q. 8** What is meant by Cross Cultural Marketing? Explain with suitable example, the cross cultural issues that influence the marketing of (14)
- a) The chain of fast food joints like McDonald
 - b) Consumer goods

* * * * *