

S.D.E.

M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – I: CONSUMER BEHAVIOUR
(Marketing Management)

Day : Monday
Date : 20/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

S-2019-5030

N.B.:

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

SECTION - I

- Q.1 Discuss with suitable examples the importance of studying consumer behaviour in the field of marketing. [10]
- Q.2 Differentiate between consumer behaviour and organizational behaviour. Give examples. [10]
- Q.3 What is meant by diffusion of innovation? Discuss the steps involved in diffusion of innovation process. [10]
- Q.4 Write a detailed note on Global Consumers. [10]
- Q.5 Which are the different factors that influence the consumer behaviour? Explain with suitable examples. [10]
- Q.6 Write short notes on **ANY TWO** of the following: [10]
- a) Consumer buying motives
 - b) Nicosia model
 - c) Classical conditioning and its application marketing
 - d) Types of consumers

SECTION – II

- Q.7 With suitable examples explain how the demographics and social class influence the behaviour of consumers. [15]
- Q.8 “No matter how good the brand is, the buyers are bound to be disloyal!” Explain with appropriate examples. [15]
- Q.9 Suggest and discuss the issues in consumer education with reference to : [15]
- a) Reduction in consumption of alcohol
 - b) Enhancement of consumption of ‘organic products’

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