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M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT: MARKETING MANAGEMENT 1) CONSUMER BEHAVIOUR

Day : Wednesday
Date : 09/05/2018

Time 10.00 AM TO 01.00 PM
Max. Marks: 60

S-2018-1821

N.B.:

- 1) Attempt any **THREE** questions from Section- I. Each question carries **10** Marks.
- 2) Attempt any **TWO** questions from Section -II. Each question carries **15**Marks.
- 3) Answers to both the sections should be written **SEPARATE** answer book.

SECTION-I

- Q.1 What is meant by buying motives? Explain the types of buying motives by citing suitable examples.
- Q.2 Write a detailed note on the factors that influence the consumer behavior in the marketplace.
- Q.3 "Study of consumer behavior is of vital importance for a marketer to succeed in the marketing efforts." Do you agree with this statement? Justify your answer.
- Q.4 What is meant by attitude? Discuss the strategies for changing the consumer's attitudes. Give examples.
- Q.5 Write short notes on **Any TWO** of the following:
- a) Howard- Sheth Model
 - b) Consumer research
 - c) Organizational buying
 - d) Diffusion of innovations

SECTION-II

- Q.6 You run a chain of fruit vending outlets in a city. You sell seasonal fruits. Your customers belong to many different strata of the society. You want to learn about the perception, preference and post purchase satisfaction among these buyers. How will you organize research for this purpose? What methods will you use? What sampling decisions you will take?
- Q.7 "Customer delight is like a mirage. You chase it and it runs further away. Customer satisfaction is a more likely target to achieve", said a famous customer service manager working for a MNC. Explain your view points in this context.
- Q.8 As a Marketing Consultant to a famous brand of mobile phone, outline the steps that you will suggest to speed up the diffusion of innovations, frequently brought by his company into the market.

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