

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - III
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM) /M.B.A.
(FM) SEMESTER - III (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018**

SUBJECT: ELECTIVE – III: CONSUMER BEHAVIOUR (MM)

Day: **Saturday**
Date: **12/05/2018**

S-2018-1875

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** 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 **SEPARATE** answer book.
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SECTION-I

- Q.1** “The study of consumer behaviour helps marketers in segmenting markets and positioning products”. Explain. (15)
- Q.2** Discuss the steps involved in consumer research design. (15)
- Q.3** Explain the Howard-Sheth model of consumer behavior. (15)
- Q.4** Discuss with examples the organizational purchase decision process. (15)
- Q.5** Explain what is meant by ‘Diffusion of Innovation’? Discuss the diffusion process. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Buying Motives
 - b) Types of Buying Decisions
 - c) Post- Purchase Dissonance
 - d) Buying Roles
 - e) Reference Group

SECTION-II

- Q.7** What type of information search behaviour can you expect in the purchase of the following and why? (20)
- i) LED TV
 - ii) Selecting a restaurant to take your family out for dinner
- Q.8** Explain the factors influencing consumer satisfaction? How can marketers effectively handle dissatisfaction? Discuss with examples. (20)
- Q.9** Explain the major influences on organizational buying. You have been put in charge of purchase of Air-Conditioning equipment in your organization. What is the process you would follow for supplier selection and why? (20)

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