

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

SUBJECT: Elective-I a) CONSUMER BEHAVIOUR
(Marketing Management)

Day: **Thursday**
Date: **21/06/2018**

Time: **10.00 A.M. TO 1.00 P.M.**
Max Marks: **70**

S-2018-4393

N.B:

- 1) Attempt any **THREE** questions from Section-I and **TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the sections should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** Name and elaborate various players involved in decision making. **(14)**
- Q.2** Explain the relationship between customer satisfaction and order management cycle. **(14)**
- Q.3** Explain in detail diffusion process. **(14)**
- Q.4** What are various Characteristics of a business buyer? **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Consumer Surprise
 - b) Motivation
 - c) Self and Self image

SECTION-II

- Q.6** List and explain various types of attitude model and scales for measuring attitude. **(14)**
- Q.7** What is Consumerism? Explain the reason behind the success of consumerism in India. **(14)**
- Q.8** What are cultural and environmental dynamics of global consumer? **(14)**

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