

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

**SUBJECT : ELECTIVE – I : a) CONSUMER BEHAVIOUR
(MARKETING MANAGEMENT)**

Day : **Tuesday**
Date : **29/05/2018**

S-2018-4573

Time : **02.00 P.M. TO 05.00 P.M.**
Max. Marks : 70

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 **SEPARATE** answer books.
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SECTION - I

- Q. 1** Why is it necessary for a marketer to study the consumer behaviour? Explain (14)
it in the context of current business scenario.
- Q. 2** Write a detailed note on consumer buying decision making process. (14)
- Q. 3** What do you mean by 'Consumer Protection'? Why and how the education (14)
method is useful in ensuring consumer protection?
- Q. 4** Explain the term 'Global Consumer'? Write in detail the problems and (14)
prospects of understanding the behaviour of global consumer by marketing
manager.
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) Consumer Delight
 - b) Consumer Movement
 - c) Consumer welfare
 - d) Consumer Buying Motives

SECTION - II

- Q. 6** What is meant by personality and self-concept? How does it influence the (14)
marketing of : a) Jeans and b) sunglasses. Explain.
- Q. 7** The maker of battery operated car is planning to develop new models of this (14)
car. However, he would like to study the attitudes of existing and prospective
consumers before he does so. Which of the following model of attitude he
should use for this study? Give reasons for your choice.
a) The attitude towards the product b) The attitude towards behaviour
- Q. 8** Take the example of purchasing LED TV in your family and explain the (14)
decision making process with help of Howard-Sheth Model.

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