

S.D.E.
M.B.A. Sem-III (2013 Course) : WINTER - 2018
SUBJECT : ELECTIVE – I: CONSUMER BEHAVIOUR
(Marketing Management)

Day : Tuesday
Date : 11/12/2018

W-2018-4562

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

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.
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SECTION - I

- Q.1** Write a detailed note on consumer movement in India. **[10]**
- Q.2** How does industrial buying behaviour differ from consumer buying behaviour? Explain with suitable examples. **[10]**
- Q.3** Explain how do cross cultural issues in marketing influence the decision making. **[10]**
- Q.4** Discuss with examples the theory of classical conditioning and its application in the field of marketing. **[10]**
- Q.5** “The study of consumer behaviour helps marketer in determining marketing mix, identifying new market segments etc”. Do you agree with this statement? Justify your answer. **[10]**
- Q.6** Write short notes on **ANY TWO** of the following: **[10]**
- a) Global consumers
 - b) Diffusion of innovation
 - c) Consumer buying motives
 - d) Perception

SECTION – II

- Q.7** “Family and reference groups can impact the decision of consumers for the purchase of convenience goods, but cannot influence the buying decisions for specialty products”. Discuss quoting suitable examples. **[15]**
- Q.8** Brand loyalty cannot be ensured by means of attractive advertisements and brand ambassadors. The basic product and its marketing mix has to be excellent. Discuss. **[15]**
- Q.9** In India, its easier to convince a consumer to step up from a ‘two wheeler’ to a ‘four wheeler’ vehicle. Most people like it. But its difficult to ask a person to opt for the use of bicycle, even for ‘health’ reasons. Analyse this statement, in the light of aspirations of common people. **[15]**

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