

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE – I : a) CONSUMER BEHAVIOUR**  
**(MARKETING MANAGEMENT)**

Day : Tuesday  
Date : 04/12/2018

**W-2018-4749**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 70

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**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** Write a detailed note on Diffusion of Innovations. (14)
- Q. 2** How does industrial buying differ from consumer buying? Explain with suitable examples. (14)
- Q. 3** What is meant by cross cultural marketing? How does cross cultural issues influence the marketing mix decision making? Explain with suitable examples. (14)
- Q. 4** What is meant by Learning? Discuss with suitable examples, the application of classical conditioning theory of learning in Marketing. (14)
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) Global Consumers
  - b) Consumer Buying Motives
  - c) Types of Consumers
  - d) Consumer Protection

**SECTION - II**

- Q. 6** Take the example of purchasing a Car in your family and explain the decision making process with help of Howard-Sheth Model. (14)
- Q. 7** The maker of tooth paste is planning to develop new range of product in this category. 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. (14)
- a) The attitude towards the product    b) The attitude towards behaviour
- Q. 8** What is meant by personality and self concept? How does it influence the marketing of: a) Two Wheelers and b) Readymade garments? Explain. (14)

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