

**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) : WINTER - 2017**

SUBJECT: ELECTIVE – III: CONSUMER BEHAVIOUR (MM)

Day: **Thursday**
Date: **23/11/2017**

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

W-2017-1759

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.

SECTION-I

- Q.1** Explain the Kollat and Blackwell model of consumer behavior. (15)
- Q.2** Explain the factors that influence consumer buying decision. (15)
- Q.3** Discuss in detail the consumer research process. (15)
- Q.4** Explain what do you understand by the term ‘Diffusion of Innovation’? Explain the diffusion process. (15)
- Q.5** Explain in detail the relevance of the study of consumer behaviour to modern marketing. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Nicosia model of consumer behavior
 - b) Types reference groups
 - c) Buying roles
 - d) Organizational buying decision process
 - e) Buying motives

SECTION-II

- Q.7** In terms of family life cycle, what would be the most attractive segments for the following product/service and why? (20)
- i) Gym membership ii) Branded household furniture
- Support your answer with suitable examples.
- Q.8** What type of information search behavior can you expect in the purchase of the following and why? (20)
- i) Smart Phone ii) Holiday Destination
- Q.9** Prepare a questionnaire for survey of household consumers to study their behavior towards a brand of tea powder. (20)