

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017

SUBJECT: Elective-I a) CONSUMER BEHAVIOUR

(Marketing Management)

Day: **Wednesday**

Date: **27/12/2017**

Time: **10.00 A.M. TO 1.00 P.M.**

Max Marks: 70

W-2017-4202

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.
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SECTION-I

- Q.1** Discuss various models of consumer decision – making process. **(14)**
- Q.2** Describe the effect of psychology on a consumer buying motives. **(14)**
- Q.3** Explain the various stages of the industrial buying process. **(14)**
- Q.4** Summarize the different types of attitude models and the scales for measuring attitude. **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Consumer Delight
 - b) Consumer Welfare
 - c) Perception

SECTION-II

- Q.6** Outline the salient features of cross cultural marketing. **(14)**
- Q.7** Explain the role of marketers and senior management in diffusion process. **(14)**
- Q.8** Highlight various features of the Consumer Protection Act 1986. **(14)**

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