

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

SUBJECT: ELECTIVE – I: CONSUMER BEHAVIOUR
(Marketing Management)

Day: **Tuesday**
Date: **19/12/2017**

W-2017-4382

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

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – **I**. Each question carries **10** marks.
 - 2) Attempt **ANY TWO** questions from Section – **II**. Each question carries **15** marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
-

SECTION-I

- Q.1** Discuss the Economic, Marketing and Social concept in Consumer Behaviour,
- Q.2** Discuss the concept of cross cultural marketing with examples.
- Q.3** Discuss the concept of Consumer Buying motives and psychology. Give examples.
- Q.4** Discuss the stages involved in industrial buying process with the help of a example.
- Q.5** Write short notes on **any TWO** of the following:
- a) Consumer Welfare Concept
 - b) Diffusion of Innovation
 - c) Consumer Protection

SECTION-II

- Q.6** A multinational company has developed a novel washing machine with unique advantages. But its price is 15% costlier than the present washing machines that are available in the market. Develop a strategy to convince middle class buyers to purchase the novel machine keeping in view their buying habits.
- Q.7** Describe the internal and external factors that influence the decision of a just married couple for buying a tour package keeping in view the cost and places they would like to visit.
- Q.8** Discuss the consumer decision making process for a middle class citizen having a monthly income of Rs. 45,000 while booking a residential flat for his family of five members in your city. State your assumptions.

* * * * *