

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - III : WINTER :- 2021
SUBJECT: CONSUMER BEHAVIOUR

Day : Monday
Date 21-02-2022

W-19104-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

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 section should be written in **SAME** answer books.
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SECTION-I

- Q.1** “Study of consumer behavior is important in determining marketing mix, identifying new market segments etc.” Do you agree? Justify your answer with suitable examples. **(10)**
- Q.2** What are the different factors that influence the consumer’s behavior in the marketplace? Discuss with suitable examples. **(10)**
- Q.3** What is meant by Personality and Self Concept? How does it influence the purchase decision of an individual? Illustrate with suitable examples. **(10)**
- Q.4** What are the different types of buying motives a marketer must study in the field of marketing? Explain it with suitable examples. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a)** Diffusion of innovation process
 - b)** Consumer research process
 - c)** Nicosia model of consumer behavior
 - d)** Organizational buying

SECTION-II

- Q.6** What are the basic concepts that emerge out of classical conditioning theory? As a marketer of FMCG Company, suggest suitable strategies to overcome the effect of repetition in product’s advertising. **(15)**
- Q.7** Consider a buying process involving a family. **(15)**
- a)** Identify the important buying roles, the members of the family can play. Illustrate with examples.
 - b)** Based on the extent and nature of influence, discuss with examples the types of buying decisions.
- Q.8** How can a marketer use the concept of culture and subculture to determine the marketing mix of the following: **(15)**
- i) Cake and pastry
 - ii) Mixer and grinder

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