MMS/D-15
CONSUMER BEHAVIOUR
PAPER-MM-304

Time Allowed: 3 Hours   Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

PART-A

1 Define Consumer behavior. Also explain the evolution of Consumer behavior.
2 What do you understand by dynamic characteristics of motivation?
3 What is Consumer value and why is it important to Marketer?
4 What is learning? List the elements of learning process.
5 List the factors responsible for perceptual distortion.
6 What does the statement "Culture set boundaries on behavior" mean?
7 What are Demographics? Why are they important to International marketers?
8 What is Attitude? Explain in brief the models of attitude.
9 Differentiate between the individual and Industrial behavior.
10 Who are the opinion leaders, how can they be identified?

PART-B

11 Which one out of Positive and Negative motivation is more effective for a Product belonging to Cosmetic industry? Give reasons.
12 How culture determines and reflects the Products and Services consumed by the Society? Justify your answer with suitable illustrations.
13 How reference group affect the behavior of consumer. Provide suitable examples in support of your answer.
14 Do you think that the behavior of urban consumer is different that Rural consumers in India? Explain your answer with appropriate examples.
15 How classical conditioning theory is different from instrumental conditioning theory? In your view which theory explains consumer behavior in a better way?