

CMMS/D-18

CONSUMER BEHAVIOUR

PAPER : MM-304

PART-A

1. Which subjects are primary contributor to the field of Consumer behavior ?
2. Is the concept of Subliminal perception becoming a potent weapon in the armoury of advertisers ?
Comment.
3. How can marketers take clue from Classical and Instrumental conditioning theories of learning to attain success in their marketing endeavours ?
4. What inferences can be drawn by marketers from Freudian theory of personality ?
5. Discuss, giving suitable examples, the relevance of studying the concept of Family life-cycle for marketers.
6. Which reference group appeal in your opinion is most influential and why ?

7. Trace the origin and subsequent development of Consumer behavior as a discipline.
8. Why should the marketers study Social stratification ? What social class structure exist in India ?
9. How can marketers pick opinion leaders who can be advantageous in their marketing endeavours?
10. Discuss the various family consumption implecations.

PART-B

11. Whay and how should the marketers do their homework right in various stages of Consumer decision-making? Discuss in detail.
12. Why should the marketers keep an eye on various consumer motives? How can the marketers use various techniques to motivate consumers towards purchase of their products and services?
13. Share various live instances of marketers changing the attitude of consumers in their favour. Also throw light on any prominent model of consumer attitude formation.

14. How sub-cultural influences make an impact on consumer behavior? Give reference of various studies and examples to prove your point.

15. What elements are critical to prompt diffusion of innovation? What implications these elements bring for marketers?