

Roll No.....

MMSfD09

6218

Consumer Behaviour

Paper: MM-304

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt FIVE questions in all. Question no. 1 is compulsory.

1. Write short notes on the following: (i)
Consumer Involvement
(ii) Consumer perception
(iii) Self-concept
(iv) Social class
(v) Aspirational group
(vi) Opinion Leaders
(vii) Consumer behaviour audit.
2. Why it is said that a sound knowledge of consumer behaviour is the key to effective marketing strategy?
3. Describe the consumer decision-making process. What evaluative criteria customers may choose while considering a purchase decision?
4. Why it is important for marketers to know consumer motivation? A marketer of cosmetics is interested in knowing why consumers get motivated to buy cosmetics? What basic need consumers seek to satisfy when they buy cosmetics?
5. Define attitude. How do they get formed? Can attitude be changed? What is multi-attribute attitude model?
6. Discuss in detail the impact of culture and sub-culture on consumer behaviour. Do marketers need to adapt their strategies to changing cultures?
7. What do you mean by diffusion of innovation? How it is related to customer adoption process? What are the implications of these two concepts for marketers?
8. What are different models of consumer behaviour? Discuss anyone of them in detail.

