

Consumer Behaviour

Paper : MM-304

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt FIVE questions in all. Q. No.1 is compulsory. You may select any FOUR questions from the remainders. All questions carry equal marks.

I. Write short notes on the following:

- (a) Group Influence.
- (b) Search Behaviour.
- (c) Difference between Consumer and Industrial Behaviour.
- (d) Evoked Set.
- (e) Consumer Perception.
- (f) Distinction between compensatory and non-compensatory decision rules.
- (g) Self-concept.

- 2. Explain the Consumer Decision-Making process with the help of a logical flow model. Highlight the implications of this model for marketing managers.
- 3. What is 'Personality'? List some of its important theories. How may the understanding of various theories of personality help in understanding the Consumer Behaviour?
What is 'Culture'? Highlight its main characteristics. How can it be studied? How
- 4. differences in cultural norms may affect marketing operations? Illustrate.
- 5. Differentiate clearly between 'Adoption' and 'Diffusion' processes. How are they interrelated? Highlight the implications of these
- 6. Explain the significance of 'Attitudes' in affecting behaviour. How are they formed? How can they be changed? Explain the strategies which may be adopted by marketers, in this context.
- 7. What do you understand by "Lifestyle"? Why is it considered to be an important variable in Consumer Analysis? How would you gather information relating to Consumer Lifestyle. You must highlight the important variables of Lifestyle studies.
- 8. "The Classical Economic Behavioral Models differ significantly from other Behavioral Models." Elaborate the statement and discuss their significance in understanding Consumer Behaviour from marketing viewpoint.

