

Note :- Attempt FIVE questions in all. All questions carry equal marks. Q.1 is compulsory. It has seven short answer type questions. Attempt FOUR more questions.

1. Give short answers to each of the following questions:
 - (i) What is Routine Response Behaviour?
 - (ii) Define link between brand personality and self- concept.
 - (iii) Is industrial buying behaviour more logical than individual buying?
 - (iv) What are Psychographics?
 - (v) Celebrities and testimonials as references.
 - (vi) Information overload during information search.
 - (vii) Role of complexity and compatibility of product in diffusion of innovation.
2. Discuss important choice making rules used by buyers explaining evaluative criteria used in each with the help of suitable examples. Also comment upon applicability of these rules under different purchase situations.
3. Discuss the factors influencing attitude formation and change. How can marketers use these factors in framing suitable marketing strategies?
4. Write a note upon impact of culture on buyer behaviour. To explain your view, compare broad features of eastern and western cultures and behaviors of their populations as buyers.
5. How can opinion leaders be identified in a market? What marketing strategies can be adopted by marketers to use opinion leaders for reaching their markets?
6. Write a note upon changing buying roles of family members with the different stages of family life cycle in an Indian joint family.
7. "Consumer needs and motivation are closely linked. While needs remain same overtime, motivation and subsequent actions for need satisfaction change." Elaborate changing consumer motivations in India.
8. Explain consumer behaviour with the help of a model. Comment upon effectiveness of model chosen by you in explaining the, behaviour. Also bring out the drawbacks of this model.

