

MMS/D07
CONSUMER BEHAVIOUR
Paper-MM-304

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt *five* questions in all. All questions carry equal marks. Q. No. I is compulsory.

1. Give short answer of the following questions:
 - (a) Who are Opinion leaders?
 - (b) What is meant by Reference group?
 - (c) Explain the concept of Brand personality and Self concept.
 - (d) Why consumers resist change?
 - (e) Celebrities and testimonials as reference.
 - (f) Psychographics and life styles.
 - (g) Cognitive dissonance.
2. Explain the principles of Perception. How can marketers use these to have a positive perception in their favour?
3. What do you understand by 'Social Classes' ? Why should marketers study these?
4. What is Persuasive Communication? How does it help in changing attitude of the consumers? Cite suitable examples.
5. What do you mean by 'Psychographics'? Why is consumer psychographics information considered to be more useful for marketing planning?
6. What is Consumer Behaviour? How is the understanding of consumer behaviour helpful in marketing?
7. Define Personality. How is it expressed in C.B. ? Discuss its implications for marketing managers.
8. What do you understand by 'Cognitive Dissonance'? Why does it occur and how can it be removed?

