

Roll No.

MMS/H-14
CONSUMER BEHAVIOUR
Paper-MM-304

13585

Time Allowed : 3 Hours] [Maximum Marks I 70

Note : Attempt any eight questions from Part A of 5 marks each and three questions of 10 marks each from Part B.

PART-A

1. Describe Motivation. Do you think it is related to Marketing? How?
2. What do you mean by Consumer Behavior? Explain the relevance of studying this discipline.
3. What do you understand by Traits? Describe their relevance in the field of Consumer behavior.
4. Explain in detail the use of J .N.D. by the marketers with suitable examples.
5. Define Attitude. Explain in brief the tri-component models of Attitude.
6. Do you think that children play an important role in Family decision-making? Comment.
7. Briefly discuss Howard Sheth model of Buying behavior, .
8. What do you understand by dynamic characteristics of Motivation?
9. What do you understand by the concept of Family?
10. What is absolute Threshold?

PART-B

11. What do you mean by New product? Elaborate the process of Diffusion of Innovation.
12. Define life style and its determinants, How the changing life style influences the Consumer behavior?
13. While launching a colour TV in Rural market, what dimensions of Consumer behaviour will you take into account?
14. Differentiate between Industrial and Consumer buying behavior. Also elaborate the Industrial buyer motives.
15. What do you understand by Personality? Discuss the implications of Psycho-analytic theory of Personality.