

MMS/D-12

**13594**

**CONSUMER BEHAVIOUR**

**Paper : MM-304**

Time : Three Hours]

[Maximum marks :70

**Note:** Attempt *five* questions in all. 1<sup>st</sup> question is compulsory.

**1. Compulsory Question.**

Write short notes on the following:

- (a) Consumer Involvement.
- (b) Self-concept.
- (c) Life-style.
- (d) Heightened arousal.
- (e) Opinion leaders.
- (f) Family decision -making.
- (g) Consumer behaviour audit.

**2.** Why a sound knowledge of consumer behavior is considered crucial to make marketing strategy? Discuss the contribution of different disciplines to the body of knowledge of consumer behavior.

**3.** Write a detailed note on Consumer decision-making process. Do industrial customers exhibit the same decision-making process?

**4.** What are different Consumer Motives? How do different theories of motivation help in understanding consumer purchases?

**5.** Why insights into consumers personality considered important even in the light of the fact that has a unique personality?

**6.** Explain in detail about different models of consumer behavior.

**7.** What do you mean by Culture and Sub-culture? How do influence an individual's purchase behavior?

**8.** (a) How consumer attitudes can be changed?

(b) What are Perceptual errors?

(c) What are different types of groups?

(d) What do you mean by Diffusion of innovation?