

**MMS / D—13
CONSUMER BEHAVIOUR
Paper—MM—304**

Time allowed: 3 hours]

[Maximum marks: 70

Note: Attempt 8 questions from Part—A (5 marks each) and 3 questions from Part—B (10 marks each).

Part—A

Attempt any 8 questions from this part.

1. Which disciplines have contributed significantly to the field of consumer behaviour?
2. Discuss the marketing implications of Freudian theory of personality.
3. Discuss the marketing implications of the concept of subliminal perception.
4. Discuss family consumption roles and their marketing implications.
5. How can opinion leaders be identified?
6. What are the marketing implications of Pavlov's theory of learning?
7. Discuss various types of Reference Group. How the marketers make use of these groups?
8. How can the study of consumer behaviour help marketers in the formulation of marketing strategy?
9. What social class exists in India? How can the study of the same be helpful for marketers?
10. How can the concept of Differential Threshold be applied by the marketers in formulation of marketing strategy?

Part—B

Attempt any 3 questions from this part.

11. "Marketers have a task in hand during various stages of consumer decision making process." What can be done by them in various stages so as to have satisfied and loyal bunch of customers in their kitty?
12. How can the marketers identify and satisfy consumer motives? What motivation tools are at their disposal to woo customers?
13. How are consumer attitude formed? What can be done by marketers to change negative attitude, if any for their products services? Discuss using suitable examples.
14. What are the characteristics of Indian culture? How the study of the same may help global marketers willing to enter Indian market?
15. Throw light on some of the product/service innovations of recent times. How their diffusion took place? What were the reasons for their success or failure?