

MMS/D-16
CONSUMER BEHAVIOUR
PAPER-MM-304

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. What do you understand by perception? Explain the concept of information processing.
2. Define Attitude and also explain the various models available for attitude measurement.
3. What do you mean by motive? How the marketers use motive in formulating marketing strategies?
4. What is family? Explain the steps involved in family decision making.
5. Define culture. Discuss in detail the influence of culture on consumers.
6. Explain in brief the concept of self and its marketing implications.
7. Elaborate the trait theory of personality and its relevance.
8. How social class is a matter of concern for Indian marketers?
9. Highlight the key issues related to classical conditioning theory of learning.
10. How consumer behaviour is known is a borrowed discipline?

Section-B

11. Do you think that by judging the whole issue of personality, marketer can predict the behaviour of a consumer? Explain.
12. What do you mean by figure and ground? Elaborate its marketing implications.

13. If you have to launch a washing machine in rural market, what dimensions of consumer behaviour you will take into account.
14. Explain in detail the cognitive theory of learning in detail with its marketing implications.
15. What do you mean by reference group? Explain the reference group importance from the marketer's perspective?