

Roll No.

Total No. of Pages : 2

MMS/D11

6093

Consumer Behaviour

Paper—MM-304

Time : Three Hours]

[Maximum Marks : 70

Note :— Attempt **FIVE** questions in all. 1st question is compulsory.

Precise and well-illustrated answers shall be suitably rewarded.

1. Write short notes on the following :—
 - (i) Need to study consumer behaviour
 - (ii) Diffusion of innovation
 - (iii) Self-concept
 - (iv) Family decision-making
 - (v) Dissociative group
 - (vi) Sources of consumer information
 - (vii) Life-style.
2. What do you mean by consumer involvement ? Cite at least 2 examples each of products in respect of which consumers exhibit high and low involvement.
3. Discuss in detail consumer decision-making process. How customer motivation affects buying decisions ?
4. What do you mean by attitude ? Is it right to say that most of advertising seeks to change consumer attitudes in favour of the brand advertised ?
5. Discuss different theories of personality highlighting how they help the marketer in understanding consumers and their buying behaviour, thus enabling them formulate sound marketing strategies.

6. (a) Define culture. How does it influence buying decision of consumers ?
(b) Is impact of social class on consumer behaviour strong enough to segment Indian market on the basis of social class ?
7. Discuss in detail different types of groups and the kind of influence they exert on an individual's buying behaviour.
8. (a) Discuss any one model of consumer behaviour.
(b) What do you mean by consumer behaviour audit ?