

Total No. of Questions :5]

PA-4182

SEAT No. :

[Total No. of Pages : 3

[5946]-218

M.B.A.- I

206-SC-02MKT : CONSUMER BEHAVIOUR
(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

Q1) Attempt any 5

[10]

- a) Any individual who purchases goods and services from the market for his/her end-use is called a _____
- i) Customer
 - ii) purchaser
 - iii) Consumer
 - iv) Producer
- b) _____ develop on the basis of wealth, skill and power.
- i) Economical classes
 - ii) Purchasing communities
 - iii) Competitors
 - iv) Social classes
- c) _____ Identify an economic circumstance that can greatly affect any product or brand choice.
- i) Requirement
 - ii) Values
 - iii) Lifestyle
 - iv) borrowing power
- d) _____ is one of the most basic influences on an individual's need, wants and behaviour
- i) Brand
 - ii) Culture
 - iii) Product
 - iv) Price
- e) If a consumer describes a car as being the most economical car on the market. then this is descriptor is an _____
- i) Rule
 - ii) Attitude
 - iii) Belief
 - iv) Cue

P.T.O.

- f) A _____ is a person's pattern of living as expressed in his or her activities, interests and opinions.
- | | |
|---------------|---------------|
| i) Role | ii) Status |
| iii) Position | iv) Lifestyle |
- g) Customer who have no royalty towards and brand are
- | | |
|-----------------------|---------------------|
| i) Speit loyals | ii) Switchers |
| iii) Hard core loyals | iv) shitting loyals |
- h) _____ means the storage of past happenings and thoughts
- | | |
|-------------|----------------|
| i) Learning | ii) Motivation |
| iii) Memory | iv) Cognition |

Q2) Attempt any two

[10]

- a) Define consumer behaviour. Discuss the role of segmentation and targeting in increasing marketers understanding of the consumer behaviour.

OR

- b) Define Motivation. How can knowledge of motivation theories help marketing managers? Discuss the Maslow's Hierarchy of need theory with example.

OR

- c) How do you measure social classes in India using Socio-Economic classes (SEC) in urban and Rural Market.

- Q3) a)** What do you understand by extensive problem solving, limited problem solving and routinized response behaviour? John wish to purchase a car. What kind of decision making process you suggest for John. **[10]**

OR

- b) What are the levels of consumer involvement? Explain the dimensions of consumer involvement.

Q4) What are the factors in buying situation that result in extended search for pre purchase information by consumers? Based on factors identified by you, what kind of information search behaviour can you expect in case to purchase mobile phone by family. [10]

OR

Discuss the difference between store and non-store purchasing process and purchasing patterns.

Q5) Differentiate between consumer decision making process and institutional decision making process. [10]

OR

Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.

Aug 2022

Total No. of Questions : 5]

SEAT No. :

P6879

[Total No. of Pages : 2

[5860]-218

First Year M.B.A.

206 -SC-MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer all the questions.
- 2) Figures to right indicates full marks.

Q1) Attempt any 5 questions:

[10]

- a) Steps of buying behaviour.
- b) Two benefits of Internet in Business.
- c) Consumer protection act.
- d) Difference between needs, wants and demand.
- e) New trends in purchasing.
- f) Market Segmentation.
- g) Industrial Buyers.

Q2) Explain family life cycle in detail and how it affects the purchasing decision. [10]

OR

What is the difference between customer and consumer? Explain importance of reference group.

Q3) Discuss differences between store and non store purchasing process. [10]

OR

Elaborate any two

- a) Consumer learning.
- b) Consumer attitude.
- c) E Commerce.

P.T.O.

Q4) What is attitude? What are the functions of it? Does attitude helps people in order to have satisfaction? Explain. [10]

OR

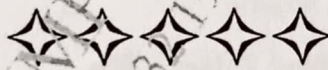
Explain any two :

- a) Consumer Beliefs.
- b) Feelings.
- c) Changing attitude.
- d) Culture

Q5) Explain Howard Sheth model with diagram. [10]

OR

Engel Blackwell - Miniard model classifies behaviour into 4 sections, viz, Input. Information processing, Decision process and variable in Huening decision process. Explain in details.



16 Oct 2023

Total No. of Questions:5]

P7942

SEAT No. :

[Total No. of Pages :2

[6118]-38

M.B.A - I

206-SC- MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Semester-II)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

Q1) Attempt any 5 questions.

[10]

- a) Explain the difference between consumer & customer
- b) What is mean by price perception
- c) What is importance of word of mouth
- d) Discuss various sources of information
- e) What is the difference between individual buying and organisational buying.
- f) What is mean by brand loyalty
- g) Write short note on reference group
- h) Steps in buying behaviour.

Q2) Attempt any 2 questions

[10]

- a) What are different functions of attitude?
- b) Explain different stages of family life cycle with suitable examples
- c) What is 'Post purchase Dissonance'? how companies can reduce the same

P.T.O.

Q3) a) "Satisfied customers is an asset of the successful firm" Analyse the statement [10]

b) "An organisational goods buying is very compare process" elaborate the statement. Explain. Which factors influencing organisational buying behaviour

Q4) a) Elaborate the role of cultural factors in shaping consumer behaviour? Please provide examples how cross cultural differences influence consumer decision making process? [10]

OR

b) A manufacturing company producing high end perfume for women wants to use AIO segmentation to select appropriate marketing strategy for this product. Which segment in your view, will be most suitable for such product and why?

Q5) a) Discuss the impact of internet, e-commerce & information technology on changing consumers market place. [10]

OR

b) Howard-Sheth model of consumer behaviour is focuses on recurring purchases ant it build around four primary components: stimulus inputs hypothetical constructions response output and erogenous factors Explain in detail with diagram.

18/05/2024

Total No. of Questions : 5]

SEAT No. :

PB2069

[6201]-214

[Total No. of Pages : 2

First Year M.B.A.

206-SC-MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Revised) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*

Q1) Attempt any 5.

[10]

- a) Define consumer behaviour. Give it's types.
- b) Give the meaning of sub-culture.
- c) Write any two functions of consumer attitude.
- d) What do you mean by brand personality.
- e) Give any two applications of consumer behaviour in marketing.
- f) Write down steps involved in consumer buying behaviour.
- g) What is social class?
- h) Give buying roles in OBB.

Q2) Attempt any 2.

[10]

- a) What is difference between consumers and customers? Explain importance of reference group.
- b) What do you mean by culture? Explain cultural influences on Indian consumer behaviour.
- c) Give the difference between store and non store purchasing.

Q3) a) How do you measure social classes in India using socio-Economic Classes (SEC) in urban and Rural market?

[10]

OR

- b) "Organizational purchase decision is more rational than emotional?" comment.

P.T.O.

Q4) a) Give meaning of attitude. How does consumer attitude determine the consumer behaviour? Explain with example. [10]

OR

b) Discuss in detail the impact of the changing patterns of consumer behaviour in the context of the evolving economy.

Q5) a) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions. [10]

OR

b) What are the factors involved in buying situation that result in extended search for prepurchase information by consumer? Based on factors identified by you, what kind of information search behaviour you expect in case of purchase electric two wheeler.



Total No. of Questions : 5]

SEAT No. :

PB2125

[Total No. of Pages : 2

[6201]-2018

First Year M.B.A.

206-MKT-SC-MKT-02 : CONSUMER BEHAVIOUR

(2019-Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

Q1) Attempt any 5 questions.

[10]

- a) Difference between needs, wants and demand.
- b) Define consumer behaviour.
- c) What is VALS typology?
- d) Explain organisational buying behaviour.
- e) Consumer protection act.
- f) Define 'Social Classes'
- g) What are organisational buying roles?
- h) Explain Gen Z consumers.

Q2) Attempt any 2 questions.

[10]

- a) What is meaning of consumer personality? Explain the effects of personality in decision making.
- b) Explain family life cycle and its characteristics influencing consumer behaviour.
- c) What is mean by culture? Explain cultural influences on consumer behaviour.

Q3) a) How do you measure social classes in India using Socio-Economic calsses (SEC) in urban and rural market.

[10]

OR

- b) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.

P.T.O.

Q4) a) What is post-purchase dissonance? How compaines can reduce the same? [10]

OR

b) What is attitude? What are the functions of it? Dose attitude help people in order to have satisfaction? Explain.

Q5) a) How consumer learning theories are used by marketers to change the perception of consumers? Explain with relevant examples. [10]

OR

b) Discuss the changing pattern of consumer behaviour in the content of evolving Indian economy and explain the application of consumer behavior in marketing.

